Dear Friends,

Thank you for helping the City of Los Angeles evaluate projects under our People St initiative, which is a program that transforms neighborhoods by repurposing underutilized public spaces with plazas, parklets and bicycle corrals.

People St is one of many tools in our Great Streets toolbox. My goal is to change the way Angelenos interact with the built environment, while using existing government resources to make City Hall work better for residents and businesses.

The only way to know if that goal is being achieved is through the collection of data and by measuring progress. Evaluating the performance of People St projects supports my goal of creating a data-driven culture of innovation citywide. Measuring how programs impact residents, businesses, and communities enables us to make informed decisions and illustrate progress toward a safe, livable, prosperous, and well-run city.

This manual provides a roadmap for how to measure the success of our streets and public spaces. It will help us capture the physical characteristics of our streets, record how Angelenos use these streets, and inform us of their perceptions about public space. Analysis and reporting on these data allow us to check against goals for increasing safety, creating great public spaces, and ensuring mobility and access for all users.

Sincerely,

Mayor Eric Garcetti
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About the Project Evaluation Manual

The People St Project Evaluation Manual provides comprehensive guidance to People St and its Community Partners for gathering user data at project sites in the City of Los Angeles. Complementing documents include the Fieldwork Toolset and the Training Presentation Slide Deck.

Other Resources to Review

FIELDWORK TOOLSET

The Fieldwork Toolset for People St Project Evaluation are a series of instruments for collecting primary data in the field. The Toolset also provides instruction sheets for using each instrument. The toolset is included as an Appendix to the Project Evaluation Manual. A separate supplement is available for questionnaires that have been translated into Spanish.

Download at peoples.lacity.org/studies

TRAINING PRESENTATION SLIDE DECK


Download at peoples.lacity.org/studies
Introduction to People St Projects

Communities can transform underused areas of L.A.’s largest public asset—our 7,500 miles of city streets—into active, vibrant, and accessible public space with People St, a program of the City of Los Angeles Department of Transportation (LADOT). Eligible Community Partners can apply for approval to create Plaza, Parklet, or Bicycle Corral projects to enhance the quality of life in this city. People St evaluates these four project types, as well as corridor-level Great Streets projects.

PARKLET
An expansion of the sidewalk in one or more on-street parking spaces to create people-oriented places.

PLAZA
A conversion of redundant or underused portion of a street into a public space with tables and chairs.

A Parklet in Downtown L.A.

Sunset Triangle Plaza in Silver Lake
People St contributes to more active, accessible, and livable streets, enhancing quality of life in the City of Los Angeles.

**BICYCLE CORRAL**
A grouping of bicycle racks within on-street parking spaces or in Plazas.

A Bicycle Corral in Highland Park

**CORRIDOR**
Temporary or permanent physical interventions to roadways which redistribute the space allocated to pedestrians, cyclists, transit riders, and motorists.

A demonstration road diet on Broadway in Downtown Los Angeles
Evaluation Overview
Pre-installation Public Life Surveys → Collect Primary Data at Project Site → Post-installation Public Life Surveys

Enter Data into Database → Export Datasets

Aquire secondary data from other sources → Scrub and Process Data → Run Reports and Analysis

Run Reports and Analysis → Publish Post-Installation Project Evaluation Report

Publish Post-Installation Existing Conditions Report → Publish Pre-Installation Existing Conditions Report

START HERE: Project Evaluation
Public Life Survey Process

A Public Life Survey is a structured method for gathering primary data at project sites. Below are the basic phases of a survey.

IDENTIFY PROJECT SITES

LADOT selects project sites through an RFP process. Each of these sites will be surveyed before and after project installation.

ESTABLISH SURVEY AREAS

The size and number of survey areas varies by project type. The Manual section Establishing Survey Areas describes the different survey areas for bicycle corrals, parklets, plazas, and corridor-level projects. It is important to use the same areas every time a public life survey is conducted at a particular site.

SCHEDULE SURVEYS

The month(s), days of the week, and hours of the day should be consistent across sites and across years. The Manual section Scheduling Surveys outlines parameters for scheduling Public Life Surveys.

ORGANIZE & TRAIN WORKFORCE

The number of people required for in-field data collection will vary each year, depending on the number and types of sites being surveyed. Training resources are provided in the Training Presentation Slide Deck for People St Project Evaluation.

COLLECT PRIMARY DATA AT PROJECT SITES

Collect data in the field using the cover sheets, instruction sheets, and instruments from the Fieldwork Toolset for People St Project Evaluation.

ENTER, PROCESS, & ANALYZE DATA

Enter data into the People St database at http://peopleslacity.org/data-entry-portal/ People St will export datasets from the database for processing, analysis, and reporting.
Public Life Survey Elements

Public Life Surveys create a snapshot of everyday human activities, uses, and attributes of a place. A Survey consists of several different techniques for gathering primary data.

**PHYSICAL ASSETS INVENTORY**

The built environment in the survey area is carefully documented before and after project installation. Assets such as trees and greenery, seating, signage, and other elements are recorded in maps, plans, and photographs.

**PEDESTRIAN & CYCLIST COUNTS**

Counts at midblock screenline locations provide information about the volume of pedestrians and cyclists moving through the survey area.

**NONCOMPLIANT MOTORIST COUNTS**

Counts at intersection or midblock crosswalks - where continental crosswalks are planned or have been implemented - provide information about the ratio of cars which either yield or fail to yield to pedestrians.

**STATIONARY ACTIVITY SCANS**

Activity Scans of the survey area provide information about how people use public space. Bicycle and motor vehicle parking occupancy is also recorded.

**STAKEHOLDER QUESTIONNAIRES**

Questionnaires yield valuable information about mode(s) and length of travel, reason and frequency of visit, and demographic details of pedestrians in the survey area and/or project. Perceptions of the built and social environment are also queried.

**DATA ENTRY**

Data from all the above is entered directly into a centralized database at [http://peoplest.lacity.org/data-entry-portal/](http://peoplest.lacity.org/data-entry-portal/)
Other Evaluation Elements

Other data from secondary sources is combined with primary data from Public Life Surveys to further describe the context of the project site.

- **LAND USES**
  - Ground-floor land uses give context to the area.

- **ECONOMIC STATISTICS**
  - This includes data such as real estate sale prices; businesses' sales volumes and tax receipts; and business operator composition and turnover.

- **MOTOR VEHICLE VOLUME & SPEED**
  - People St projects are part of a larger set of strategies used to calm traffic.

- **COLLISION DATA**
  - Safety is an important priority for LADOT and People St Motor vehicle collisions with other motor vehicles, bicyclists, and pedestrians are carefully tracked and mapped, helping LADOT decide where to prioritize safety measures.

- **TRANSIT DATA**
  - Statistics on nearby transit rider boardings and alightings; frequency, volume, and speed of vehicles are all important measures for understanding transit serving the People St project area.

- **OTHER DATA**
  - Other data is referenced as needed when providing context for, and assessing the potential impacts of, People St projects.
Summary of Evaluation Elements

The table below identifies the datasets involved with evaluation of People St projects. Public Life Surveys are associated with primary data collection in the field, while other data sources provide additional context for the project site. Note that some data collection occurs in the pre-installation phase; post-installation phase; or both phases.

### PRIMARY DATA - PUBLIC LIFE SURVEY

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### EVALUATION OVERVIEW
Scheduling Surveys
TIME OF YEAR

Administer fieldwork during the late spring (April/May) or early fall (September/October) to document activity when the weather is best; and when youth are in a normal school routine (and not on holiday or summer vacation). Visit each site during the same time of year.

INTERVAL BETWEEN SURVEYS

Complete Public Life Surveys at sites before and after the Projects are installed. Capture data at sites during the same time of year for both Pre- and Post-Installation Surveys. For example, if Pre-Installation Surveys were administered in September, then return for Post-Installation Surveys in the following Septembers.

For Post-Installation Surveys, return no earlier than six months after the project is built. A minimum of six months allows for potential changes to local culture, activities, and economics to become established and therefore measurable. For example, if the project is built within six months of the Pre-Installation Surveys (Scenario 1, below), then the first Post-Installation Survey may be administered twelve months later. However if the project is built more than six months after the Pre-Installation Survey (Scenario 2, below), then the first Post-Installation survey at that site should be administered twenty-four months later. After the first Post-Installation Survey, return to the site every 36 months for additional Post-Installation Surveys.

SCENARIO 1

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HOURS PER DAY

Collect data for eleven continual hours during the weekday and seven hours on the weekend day. Administer all data collection tasks during peak hours. Peak weekday hours are defined here as 7 - 9am, 11am - 1pm, and 4 - 6pm. Peak weekend hours are 11am - 1pm. During off-peak hours, only administer Activity Scans and Pedestrian / User Questionnaires.

If possible, administer additional Activity Scans and Pedestrian / User Questionnaires in the later evenings (6 - 9pm) on weekdays and/or weekends. Weekend mornings (7 - 11am) may also yield additional valuable Activity Scan and Pedestrian / User Questionnaire data.
BEFORE: SUNSET TRIANGLE

AFTER: SUNSET TRIANGLE
Establishing Survey Areas
Survey Area: Bicycle Corrals

CATCHMENT AREA

The Catchment Area is typically defined as the block (street segment) on which the bicycle corral is located; or approximately 300' in either direction on the corridor. Use discretion when defining the Catchment Area for each Bicycle Corral - the Area can vary from case to case.

Some contextual data for the project is collected within the extents of the Catchment Area. This contextual data can be retrieved from existing datasets:

- Land Use Inventory
- Physical Assets Inventory
- Vehicular speeds, volumes, collisions, and other data related to automobile traffic

Public Life Survey data for the project is collected in the field within the Catchment Area. Administer the following within the Catchment Area:

- Cyclist Questionnaires
- Business Operator Questionnaires
Lankershim Boulevard

The Catchment Area for the Laemmle Theatre Bicycle Corral is the 5000 block of Lankershim Blvd.

York Boulevard

The Catchment Area for the Cafe De Leche Bicycle Corral is the 5000 block of York Boulevard, between Avenues 50 and 51.

Abbot Kinney

The Catchment Area for the Gjelina Bakery Bicycle Corral in Venice extends from California Ave in the west to the middle of the block between Milwood Ave and Palms Blvd to the east.
Survey Area: Parklets

The area surrounding the parklet project site divides into several different spatial units which nest and overlap. These different areas are the Catchment Area and Study Areas (see examples on Page 19).

CATCHMENT AREA

The Catchment Area is typically defined as the block (street segment) on which the parklet is located. Some contextual data for the project is collected within the extents of the Catchment Area. This contextual data can be retrieved from existing datasets:

- Land Use Inventory
- Physical Assets Inventory
- Vehicular speeds, volumes, collisions, and other data related to automobile traffic

Public Life Survey data for the project is collected in the field at locations within the Catchment Area. Select at least one location within the Catchment Area for administering each of the following Public Life Survey tasks. When possible, use locations that have already been identified from prior studies:

- Pedestrian & Cyclist Count
- Noncompliant Motorist Count
- Business Operator Surveys for every business operator within Catchment Area

STUDY AREAS

The Catchment Area subdivides into smaller geographic units, or Study Areas. A Study Area is defined as the pedestrian realm along each blockface. Each blockface - on either side of the street - is its own Study Area.

The pedestrian realm consists of the sidewalk, and any other physically adjacent public open spaces in the interior of the city block - such as transit plazas or parks. Adjacent curbside lanes are also part of the Study Area.

Public Life Survey data for the projects is collected in the field by Study Area:

- Activity Scan
- Pedestrian Questionnaires

During the post-installation Public Life Survey, the Parklet Project Site itself becomes its own Study Area. Data from this unit is recorded separately on separate forms:

- Activity Scan
- Project User Questionnaires
ESTABLISH SURVEY AREAS

Spring Street

The Catchment Area for the Spring Street parklets (2013) is the 600 block of Spring Street, between 5th and 6th Streets.

York Boulevard

The Catchment Area for the Highland Park Parklet (2012) is the 5000 block of York Boulevard, between Avenues 50 and 51.

Huntington Boulevard

The Catchment Area for the El Sereno Parklet (2012) is the 4900 block of Huntington Boulevard, between Casilla and Puelbo Avenues.
Survey Area: Plazas

The area surrounding the plaza project site divides into different spatial units which nest and overlap. These different areas are the Catchment Area and Study Areas (see examples on Page 21).

CATCHMENT AREA

The Catchment Area for Plazas is generally defined by 1-block length radius around the proposed project site.

Some contextual data for the project is collected within the extents of the Catchment Area. This contextual data can be retrieved from existing datasets:

- Land Use Survey
- Physical Assets Inventory
- Vehicular speeds, volumes, collisions, and other data related to automobile traffic

Public Life Survey data for the project is collected in the field at locations somewhere within the Catchment Area. Select at least one location within the Catchment Area for administering each of the following Public Life Survey tasks. When possible, use locations that have already been identified from prior studies:

- Pedestrian & Cyclist Count
- Noncompliant Motorist Count
- Business Operator Survey

STUDY AREA

The Study Area is a smaller geographic unit within the Catchment Area. Public Life Survey data for the projects is collected in the field within the Study Area:

- Activity Scan
- Pedestrian Questionnaires
- Project User Questionnaires (Post-Installation)

During the pre-installation Public Life Survey, the Study Area consists of sidewalks, curbside lanes, and any other public open spaces - such as a traffic island - which are physically adjacent to the section of roadway proposed for closure.

During the post-installation Public Life Survey, the Study Area consists of sidewalks, any other public open spaces, and the section of roadway that has been pedestrianized by closure to traffic.
ESTABLISH SURVEY AREAS

Sunset Triangle Plaza

The Catchment Area for Sunset Triangle Plaza (2012) extends roughly 1 block in each direction along Sunset Boulevard.

The Scope Area includes the portion of closed roadway and adjacent traffic island and sidewalks.

Bradley Plaza, Pacoima

The Catchment Area for Bradley Plaza extends one block in all directions; excluding the purely residential blocks to the southwest.
Survey Area: Corridors

The area surrounding the project site is defined by several different spatial units which nest and overlap. These different areas are the Catchment Area and Study Areas.

**CATCHMENT AREA**

The Catchment Area for Corridors is defined by the total length of block (street segment)s affected by the proposed project. Some contextual data for the project is collected within the extents of the Catchment Area. This contextual data can be retrieved from existing datasets:

- Land Use Survey
- Physical Assets Inventory
- Vehicular speeds, volumes, collision history, and other data related to auto traffic

Public Life Survey data for the project is collected in the field at locations within the Catchment Area. Select at least one location within the Catchment Area for administering each of the following Public Life Survey tasks. When possible use locations that have already been identified from prior studies:

- Pedestrian & Cyclist Count
- Noncompliant Motorist Count
- Business Operator Survey

**STUDY AREAS**

The Catchment Area subdivides into smaller geographic units, or Study Areas. A Study Area is defined as the pedestrian realm along each blockface. Each blockface - on either side of the street - is its own Study Area. Public Life Survey data for the projects is collected in the field by Study Area:

- Activity Scan
- Pedestrian Questionnaires
- Project User Questionnaires (Post-Installation)

During the pre-installation Public Life Survey, the pedestrian realm consists of the sidewalk, and any other physically adjacent public open spaces in the interior of the city block - such as transit plazas or parks.

During the post-installation Public Life Survey, the pedestrian realm consists of the sidewalk; any other physically adjacent public open spaces in the interior of the city block; and expanded pedestrian areas such as bulb-outs and sidewalk extensions into the street.
ESTABLISHING SURVEY AREAS

Study Areas, Pre-Installation
This block of Broadway between 3rd and 4th streets breaks down to two separate study areas, one for each sidewalk, or blockface, on either side of the street.

Study Areas, Post-Installation
After the road diet is implemented, study areas on either side of the street will widen to include the new car-free areas.

Catchment Area, Broadway Corridor
The Catchment Area for the Broadway Dress Rehearsal (2014)
Implementing Surveys
**Bicycle Corral Post-Install: Primary Data Collection**

**CYCLIST QUESTIONNAIRES**
IN CATCHMENT AREA

Extents: *Within Catchment Area*
Number of Questionnaires recommended: \( \geq 8 \) user questionnaires per hour

**BUSINESS OPERATOR QUESTIONNAIRES**
IN CATCHMENT AREA

Extents: *Within Catchment Area*
Number of Questionnaires recommended: 1 for each business operator

**DATA ENTRY**

Parklet Pre-Install Public Life Survey

PEDESTRIAN & CYCLIST COUNTS
IN CATCHMENT AREA

Location: Midblock Screenline near project site
Number of Positions per Location: 2
Number of Observers per Location: 2 (one for each position)
Task Duration: One continuous hour

NONCOMPLIANT MOTORIST COUNTS
IN CATCHMENT AREA

Location: Midblock OR Intersection near project site
Number Positions per Location: 1 for Midblock; 2 for Intersection
Number of Observers per Location: 1 for Midblock; 2 for Intersection
Task Duration: One continuous hour
Administer only if a Continental Crosswalk is part of project scope

ACTIVITY SCANS
OF STUDY AREAS

Location: The block (street segment) on which project is situated
Extents: Sidewalk and adjacent parking lane on each side of street
Number of Study Areas: 2 (both sides of street)
Number of Observers: 1 can cover all Study Areas
Task Duration: Typically 4 ~ 8 minutes per Study Area per hour

PEDESTRIAN QUESTIONNAIRES
ON SIDEWALKS WITHIN CATCHMENT AREA

Location: Sidewalk on each side of street
Number of Study Areas: 2
Number of Questionnaires recommended: ≥ 8 per hour
≥ 4 pedestrian questionnaires per hour on each side of the street

BUSINESS OPERATOR QUESTIONNAIRES
IN CATCHMENT AREA

Extents: Within Catchment Area
Number of Questionnaires recommended: 1 for each business operator

DATA ENTRY

Enter data directly into a webform at http://peoplest.lacity.org/data-entry-portal/
Parklet Post-Install Public Life Survey

**PEDESTRIAN & CYCLIST COUNTS**
**IN CATCHMENT AREA**

- **Location:** Midblock Screenline near project site
- **Number of Positions per Location:** 2
- **Number of Observers per Location:** 2 (one for each position)
- **Task Duration:** One continuous hour

**NONCOMPLIANT MOTORIST COUNTS**
**IN CATCHMENT AREA**

- **Location:** Midblock OR Intersection near project site
- **Number Positions per Location:** 1 for Midblock; 2 for Intersection
- **Number of Observers per Location:** 1 for Midblock; 2 for Intersection
- **Task Duration:** One continuous hour
  
  *Administer only if a Continental Crosswalk is part of project scope*

**ACTIVITY SCANS**
**OF STUDY AREAS**

- **Location:** The block (street segment) on which project is situated
- **Extents:** Sidewalk and adjacent parking lane on each side of street
- **Number of Study Areas:** 3 (both sides of street; and parklet)
- **Number of Observers:** 1 can cover all Study Areas
- **Task Duration:** Typically 4 ~ 8 minutes per Study Area per hour

**PEDESTRIAN QUESTIONNAIRES**
**ON SIDEWALKS WITHIN CATCHMENT AREA**

- **Location:** Sidewalk on each side of street
- **Number of Study Areas:** 2
- **Number of Questionnaires recommended:** ≥ 8 per hour
  
  *≥ 4 pedestrian questionnaires per hour on each side of the street*

**USER QUESTIONNAIRES**
**IN PARKLET**

- **Location:** Inside parklet
- **Number of Questionnaires recommended:** ≥ 8 user questionnaires per hour

**BUSINESS OPERATOR QUESTIONNAIRES**
**IN CATCHMENT AREA**

- **Extents:** Within Catchment Area
- **Number of Questionnaires recommended:** 1 for each business operator

**DATA ENTRY**

Plaza Pre-Install Public Life Survey

**PEDESTRIAN & CYCLIST COUNTS**
IN CATCHMENT AREA

Location: *Midblock Screenline near project site*
Number of Positions per Location: 2
Number of Observers per Location: 2 (one for each position)
Task Duration: *One continuous hour*

**NONCOMPLIANT MOTORIST COUNTS**
IN CATCHMENT AREA

Location: *Midblock OR Intersection near project site*
Number Positions per Location: 1 for Midblock; 2 for Intersection
Number of Observers per Location: 1 for Midblock; 2 for Intersection
Task Duration: *One continuous hour*
Administer only if a Continental Crosswalk is part of project scope

**ACTIVITY SCANS**
OF STUDY AREA

Extents: *Sidewalks, curbside lanes, and any other public open spaces which are physically adjacent to the section of roadway proposed for closure.*
Number of Observers: 1 per hour
Task Duration: *Typically 4 ~ 8 minutes per hour*

**PEDESTRIAN QUESTIONNAIRES**
ON SIDEWALKS WITHIN CATCHMENT AREA

Location: *Sidewalks within catchment area*
Number of Study Areas: 1
Number of Questionnaires recommended: ≥ 8 per hour

**BUSINESS OPERATOR QUESTIONNAIRES**
IN CATCHMENT AREA

Extents: *Within Catchment Area*
Number of Questionnaires recommended: 1 for each business operator

**DATA ENTRY**
## Plaza Post-Install Public Life Survey

### PEDESTRIAN & CYCLIST COUNTRIES
**IN CATCHMENT AREA**
- **Location:** Midblock Screenline near project site
- **Number of Positions per Location:** 2
- **Number of Observers per Location:** 2 (one for each position)
- **Task Duration:** One continuous hour

### NONCOMPLIANT MOTORIST COUNTS
**IN CATCHMENT AREA**
- **Location:** Midblock OR Intersection near project site
- **Number Positions per Location:** 1 for Midblock; 2 for Intersection
- **Number of Observers per Location:** 1 for Midblock; 2 for Intersection
- **Task Duration:** One continuous hour
- **Administer only if a Continental Crosswalk is part of project scope**

### ACTIVITY SCANS
**OF STUDY AREA**
- **Extents:** Sidewalks, curbside lanes, and any other public open spaces which are physically adjacent to the section of roadway closed to create the Plaza.
- **Number of Observers:** 1
- **Task Duration:** Typically 4 ~ 8 minutes per hour

### PEDESTRIAN QUESTIONNAIRES
**ON SIDEWALKS WITHIN CATCHMENT AREA**
- **Location:** Sidewalks within catchment area
- **Number of Study Areas:** 2
- **Number of Questionnaires recommended:** ≥ 8 per hour

### USER QUESTIONNAIRES
**IN PLAZA**
- **Location:** Inside plaza
- **Number of Questionnaires recommended:** ≥ 8 per hour

### BUSINESS OPERATOR QUESTIONNAIRES
**IN CATCHMENT AREA**
- **Extents:** Within Catchment Area
- **Number of Questionnaires recommended:** 1 for each business operator

### DATA ENTRY
Corridor Pre-Installation Public Life Survey

**PEDESTRIAN & CYCLIST COUNTS**
IN CATCHMENT AREA

Locations: *Midblock Screenlines near project site*
Number of Positions per Location: 2
Number of Observers per Location: 2 (one for each position)
Task Duration: One continuous hour

**NONCOMPLIANT MOTORIST COUNTS**
IN CATCHMENT AREA

Locations: *Midblocks OR Intersections near project site*
Number Positions per Location: 1 for Midblock; 2 for Intersection
Number of Observers per Location: 1 for Midblock; 2 for Intersection
Task Duration: One continuous hour
Administer only if a Continental Crosswalk is part of project scope

**ACTIVITY SCANS**
OF STUDY'S AREAS

Locations: *The blocks (street segments) in the project area*
Study Area: Sidewalk and parking lane on each side of street
Number of Study Areas: 2 (both sides of street) x No. blocks
Number of Observers: will vary by project
Task Duration: Typically 4 ~ 8 minutes per Study Area per hour

**PEDESTRIAN QUESTIONNAIRES**
ON SIDEWALKS WITHIN CATCHMENT AREA

Locations: *The blocks (street segments) in the project area*
Study Area: Sidewalk length (or blockface)
Number of Study Areas: will vary by project
Number of Questionnaires recommended: ≥ 4 pedestrian questionnaires per hour in each Study Area

**BUSINESS OPERATOR QUESTIONNAIRES**
IN CATCHMENT AREA

Extents: Within Catchment Area
Number of Questionnaires recommended: 1 for each business operator

**DATA ENTRY**
Enter data directly into a webform at
http://peoplest.lacity.org/data-entry-portal/
Corridor Post-Installation Public Life Survey

**PEDESTRIAN & CYCLIST COUNTS**

**IN CATCHMENT AREA**

Location: *Midblock Screenline near project site*
Number of Positions per Location: 2
Number of Observers per Location: 2 (one for each position)
Task Duration: *One continuous hour*

**NONCOMPLIANT MOTORIST COUNTS**

**IN CATCHMENT AREA**

Location: *Midblock OR Intersection near project site*
Number Positions per Location: 1 for Midblock; 2 for Intersection
Number of Observers per Location: 1 for Midblock; 2 for Intersection
Task Duration: *One continuous hour*

Administer only if a Continental Crosswalk is part of project scope

**ACTIVITY SCANS**

**OF STUDY AREAS**

Locations: *The blocks (street segments) in the project area*
Study Area: *Sidewalk and parking lane on each side of street*
Number of Study Areas: 2 (both sides of street) x No. blocks
Number of Observers: will vary by project
Task Duration: *Typically 4 ~ 8 minutes per Study Area per hour*

**USER QUESTIONNAIRES**

**ON SIDEWALKS WITHIN CATCHMENT AREA**

Locations: *The blocks (street segments) in the project area*
Study Area: *Sidewalk length and new car-free zones*
Number of Study Areas: will vary by project
Number of Questionnaires recommended: ≥ 4 pedestrian questionnaires per hour in each Study Area

**BUSINESS OPERATOR QUESTIONNAIRES**

**IN CATCHMENT AREA**

Extents: *Within Catchment Area*
Number of Questionnaires recommended: 1 for each business operator

**DATA ENTRY**

Inputting and Procesing Data
1 Organize Hardcopy Forms

LADOT selects project sites through an RFP process. Each of these sites will be surveyed before and after project installation.

The size and number of survey areas varies by project type. The Manual section *Establishing Survey Areas* describes the different survey areas for bicycle corrals, parklets, plazas, and corridor-level projects. It is important to use the same areas every time a Public Life Survey is conducted at a particular site.

The month(s), days of the week, and hours of the day should be consistent across sites and across years.

The number of people required for in-field data collection will vary each year, depending on the number and types of sites being surveyed. Training resources are provided in the *Training Presentation Slide Deck for People St Project Evaluation*.

Collect data in the field using instruments from the *Fieldwork Toolset for People St Project Evaluation*.

(Continued on next page.)
Enter Data into Database

Each Public Life Survey fieldwork instrument has a corresponding data entry form. All data entry forms are accessible at the People St Data Entry Portal at [http://peoplest.lacity.org/data-entry-portal/](http://peoplest.lacity.org/data-entry-portal/).

- **PEDESTRIAN & CYCLIST COUNTS**
  - The Pedestrian & Cyclist Screenline Count Form and Cyclist Intersection Count Form each have their own web-based data entry form in the portal.

- **NONCOMPLIANT MOTORIST COUNTS**
  - The Noncompliant Motorist & Midblock Crosswalk Count Form and Noncompliant Motorist Intersection Count Form each have their own web-based data entry form in the portal.

- **ACTIVITY SCANS**
  - The Activity Scan of Blockface Form (type 1), Activity Scan of Block Form (type 2), Activity Scan of Parklet Form, and Activity Scan of Plaza Form each have their own web-based data entry form in the portal.

- **PEDESTRIAN QUESTIONNAIRES**
  - The Pedestrian Questionnaire Form has its own web-based data entry form in the portal.

- **PROJECT USER QUESTIONNAIRES**
  - The Cyclist Questionnaire Form and Parklet / Plaza User Questionnaire Form each have their own web-based data entry form in the portal.

- **BUSINESS OPERATOR QUESTIONNAIRES**
  - The Business Operator Questionnaire Form has its own web-based data entry form in the portal.

(Continued on next page.)

Project User Questionnaires are only collected during post-installation Surveys.
LADOT will export pertinent datasets for scrubbing and analysis outside the database.

For each annual Public Life Survey, check each dataset to ensure that all forms were entered into the system. Delete duplicate records. If needed, cross check by referring to the original hardcopies.

Each hardcopy form entered into the system represents one record in the database. Check to ensure that all datapoint details such as location, date, and time of the record were entered. Scan for other omissions. If needed, cross check by referring to the original hardcopies.

While most fields in the database are validated at entry, errors may still surface. Be sure to correct any inconsistencies in coding.

Certain record fields are not part of the initial data entry process, but are added later during data scrubbing. The new fields are added as columns in the database tables. These may include a 'summary' field for the hour; and separate fields for the 'Year' and 'Month' data was collected for that record.

After datasets have undergone scrubbing and data enhancement, they are re-imported into the database by LADOT. The original records for each scrubbed dataset are replaced with the cleaner version.
Analyze & Report on Data

Datasets from primary collection in the field are analyzed and reported upon. Reporting may treat each site separately, or compare sites across the City. Where data for the same site exists from multiple years (pre- and post-installation surveys), changes in pedestrian and cyclist volumes, sidewalk activities, and stakeholder perceptions may be measured and discussed. Data from secondary sources also provides additional context in both pre- and post-installation phases. See the Manual section *Creating Profile Reports of Sites* for more information on reporting.

Share Pedestrian & Cyclist Count Data

People St data collection protocols were crafted to render datasets that can be readily shared with other relevant institutions. Outside of, and in addition to, the process of analyzing and creating reports on People St projects, LADOT should share pedestrian & cyclist data with external institutions. This will entail additional processing of data tables, outside the LADOT database, to reformat the tables in the manner required by external entities. Three key institutions are listed below.

SCAG / LA METRO

The Bike Count Data Clearinghouse is co-sponsored by the Southern California Association of Governments (SCAG) and Los Angeles County Metropolitan Authority (Metro). More information at [http://www.bikecounts.luskin.ucla.edu/](http://www.bikecounts.luskin.ucla.edu/)

NBPDP

The National Bicycle and Pedestrian Documentation Project is co-sponsored by Alta Planning and Design and the Institute of Transportation Engineers (ITE) Pedestrian and Bicycle Council. More information at [http://bikepeddocumentation.org/](http://bikepeddocumentation.org/)

ALLIANCE FOR BIKING & WALKING

The Alliance for Biking and Walking In conjunction with the Centers for Disease Control, publishes the biennial Benchmarking Report to collect and analyze data on bicycling and walking in all 50 states. More information at [www.bikewalkalliance.org/](http://www.bikewalkalliance.org/)
Creating Profile Reports of Sites
Reports for People St projects should always cover the same sets of data measures. However data for each set of measures is not always collected during both pre-installation and post-installation phases. For example, interviews of parklet, plaza, and bicycle corral users are only administered after project installation. Contextual data related to jurisdictions and institutions, local demographics, and land uses need only be refreshed if a long period has elapsed between reports. If desired, data on demographics and land uses may be analyzed and any notable changes discussed in post-installation reports for additional context.

Data may be represented in maps, graphs, or both. Jurisdictions and institutions, land uses, and physical assets are best communicated with maps; while other datasets are best shown with graphs and charts accompanying the narrative content.
Pre-Installation Existing Conditions Profile

JURISDICTIONS & INSTITUTIONS 10-minute walkshed or 1/2 mile radius around project site
- City Council Districts and Neighborhood Council Boundaries
- Local Institutions (churches, schools, community centers)
- Other groups (Neighborhood Associations, B.I.D.s, C.B.D.s)
- Community Plan Area, overlay zones, and others
- Community Initiatives (Vision Plans, etc)
- Designation of Street in Mobility Plan

LOCAL DEMOGRAPHICS 10-minute walkshed or 1/2 mile radius around project site
- Age, Gender, Race / Ethnicity
- Household Income; Education

LAND USE DESIGNATIONS Within the Catchment Area
- Parks, Open Space, Natural Areas
- Residential, Mixed Use, Commercial uses

ECONOMIC DATA Within the Catchment Area
- Annual Sales Tax Data for at least three years before project installation

VEHICULAR TRAFFIC STATISTICS Within the Catchment Area
- Vehicular Volumes and Speed: Highs, Lows, Average, and Median figures, aggregated by quarter, for the four quarters before project installation
- Vehicular Collisions History, aggregated by year, for the four years before project installation
- Public Transit Boardings and Vehicle Travel Speeds

PHYSICAL ASSETS INVENTORY Within the Catchment Area
- Trees and other plantings; Parks, Open Space, Schoolyards, and Natural Areas
- Public and private seating facilities; Trash receptacles, mailboxes, news stands, and kiosks
- Street lights, traffic signal poles and traffic signal cabinets
- Transit stops and shelters
- Cyclist facilities (bike lanes, corrals, racks, etc)
PEDESTRIAN & CYCLIST VOLUMES  Within the Catchment Area
  • Pedestrian Direction of Travel; apparent age and gender
  • Cyclist Direction of Travel; apparent age and gender; rider behaviors

STATIONARY ACTIVITIES  Within the Catchment Area
  • User apparent gender and age
  • User Posture, behaviors and activities, group size

PEDESTRIAN PERCEPTIONS & DEMOGRAPHICS  Within the Catchment Area
  • User origin, mode(s) of travel, travel time, and purpose(s) of visit
  • User perceptions of safety, accessibility, and pleasantness of public realm
  • User perceptions of neighborhood identity and 'placeness'
  • User gender, age, race and ethnic identity

BUSINESS OPERATOR PERCEPTIONS  Within the Catchment Area
  • Business performance and confidence
  • Perceptions of safety, accessibility, and pleasantness of neighborhood
  • Perceptions of neighborhood identity and 'placeness'

OTHER DATA  Within the Catchment Area
  • Explore the use of data from social media platforms such as Facebook, Twitter, Instagram, Yelp and others to track social networking activity related to the project site.
Post-Installation Project Evaluation Report

JURISDICTIONS & INSTITUTIONS  10-minute walkshed or 1/2 mile radius around project site

• City Council Districts and Neighborhood Council Boundaries
• Local Institutions (churches, schools, community centers)
• Other groups (Neighborhood Associations, B.I.D.s, C.B.D.s)
• Community Plan Area, overlay zones, and others
• Community Initiatives (Vision Plans, etc)
• Designation of Street in Mobility Plan

LOCAL DEMOGRAPHICS  10-minute walkshed or 1/2 mile radius around project site

• Age, Gender, Race / Ethnicity
• Household Income; Education

LAND USE DESIGNATIONS  Within the Catchment Area

• Parks, Open Space, Natural Areas
• Residential, Mixed Use, Commercial uses

ECONOMIC DATA  Within the Catchment Area

• Annual Sales Tax Data for at least three years before project installation through to present

VEHICULAR TRAFFIC STATISTICS  Within the Catchment Area for the four quarters before project installation through present

• Vehicular Volumes and Speed: Highs, Lows, Average, and Median figures, aggregated by quarter,
• Vehicular Collisions History, aggregated by year, for the four years before project installation
• Public Transit Boardings and Vehicle Travel Speeds

PHYSICAL ASSETS INVENTORY  Within the Catchment Area

• People St project, including new seating facilities, plantings, and other elements
• Trees and other plantings; Parks, Open Space, Schoolyards, and Natural Areas
• Public and private seating facilities; Trash receptacles, mailboxes, news stands, and kiosks
• Street lights, traffic signal poles and traffic signal cabinets
• Transit stops and shelters
• Cyclist facilities (bike lanes, corrals, racks, etc)
PEDESTRIAN & CYCLIST VOLUMES  Within the Catchment Area

- Pedestrian Direction of Travel; apparent age and gender
- Cyclist Direction of Travel; apparent age and gender; rider behaviors

STATIONARY ACTIVITIES  Within the Catchment Area and at Project Site

- User apparent gender and age
- User Posture, behaviors and activities, group size

PEDESTRIAN PERCEPTIONS & DEMOGRAPHICS  Within the Catchment Area

- User origin, mode(s) of travel, travel time, and purpose(s) of visit
- User perceptions of safety, accessibility, and pleasantness of public realm
- User perceptions of neighborhood identity and 'placeness'
- User gender, age, race and ethnic identity

PROJECT USER PERCEPTIONS & DEMOGRAPHICS  At Project Site

- User origin, mode(s) of travel, travel time, and purpose(s) of visit
- User perceptions of safety, accessibility, and pleasantness of public realm
- User perceptions of neighborhood identity and 'placeness'
- User gender, age, race and ethnic identity
- User perceptions of People St Project

BUSINESS OPERATOR PERCEPTIONS  Within the Catchment Area

- Business performance and confidence
- Perceptions of safety, accessibility, and pleasantness of neighborhood
- Perceptions of neighborhood identity and 'placeness'
- Perceptions of People St Project

OTHER DATA  Within the Catchment Area

- Explore the use of data from social media platforms such as Facebook, Twitter, Instagram, Yelp and others to track social networking activity related to the project site.
For information on People St
visit peoplest.lacity.org
e-mail peoplest@lacity.org

fb.com/ladotpeoplest
www.flickr.com/groups/peoplest
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Fieldwork Toolset
FOR PROJECT EVALUATION V1.0

People St
Fieldwork Toolset for Project Evaluation

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About the Fieldwork Toolset for Project Evaluation

The Fieldwork Toolset for People St Project Evaluation are a series of instruments for collecting primary data in the field. The Toolset also provides instruction sheets for using each instrument. The toolset is included as an Appendix to the Project Evaluation Manual. A separate supplement is available for questionnaires that have been translated into Spanish.

Other Resources to Review

PROJECT EVALUATION MANUAL

The Project Evaluation Manual provides comprehensive guidance to People St and its Community Partners for gathering user data at project sites in the City of Los Angeles.

Download at peoplest.lacity.org/studies

TRAINING PRESENTATION SLIDE DECK


Download at peoplest.lacity.org/studies
Cyclist & Pedestrian Screenline Count

WHERE DO I STAND?

You will be assigned a midblock location screenline location. If there is a midblock crosswalk nearby, position yourself some distance away from the crosswalk where crowds of people may gather to wait to cross the street.

HOW DO I COUNT?

Stand with your back against the building (or property line) with an unobstructed view between yourself and the centerline of the street.

Create an imaginary counting line between yourself and the centerline of the street.

WHO DO I COUNT?

Count every pedestrian & cyclist that crosses your counting line (on your side of the street only).

Count pedestrians & cyclists moving in both directions, on the street and sidewalk.

Count infants and children being carried, or pushed in a stroller. If you cannot determine the child’s gender, consider child the same gender as their guardian.

HOW LONG DO I COUNT?

Count continuously for the entire shift. Use a fresh sheet every 15 minutes, for a total of 4 sheets per hour.

INPUTTING YOUR DATA

Enter data directly into a webform at peoplest.lacity.org/data-entry-portal/
Cyclist Intersection Count

WHERE DO I STAND?
You will be assigned an intersection within the project Catchment Area, on either the SouthWest corner or the SouthEast corner. Stand at the corner with an unobstructed view of the crosswalks.

WHO DO I COUNT?
Count every cyclist that passes through the intersection.

Tally cyclists by the leg they enter the intersection from. Be careful to record their turning movement through the intersection.

If is not overwhelming for you, also track additional attributes of the cyclist; for example if the cyclist is female, riding outside the bicycle lane, without a helmet, or appears younger than 16 years old. Be consistent about recording additional attributes through the count interval. If you decide partway through the 15 minute count interval to stop recording additional attributes, make a note of this on the form.

HOW LONG DO I COUNT?
Count continuously for the entire shift. Use a fresh sheet every 15 minutes, for a total of 4 sheets per hour.

INPUTTING YOUR DATA
Enter data directly into a webform at peoplest.lacity.org/data-entry-portal/
Noncompliant Motorist & Midblock Crosswalk Count

WHERE DO I STAND?
You will be assigned to a midblock crossing. Stand on the sidewalk where you have a good view of the entire motorist stop limit lines in both directions.

HOW DO I COUNT?
Stand with your back against the building and an unobstructed view of the midblock Crosswalk.

WHEN DO I COUNT?
Count motorists and pedestrians during the flashing red signal ONLY.

WHAT DO I COUNT?
Count motorists moving in both directions, separating them into four categories:
• Those which stop before the Limit Line,
• Those which stop before the Crosswalk edge,
• Those which stop somewhere within the Crosswalk plane, ignoring the Limit Line and the edge of the crosswalk,
• Those which do not stop at all.
Count any pedestrians who step off the curb into the crosswalk area.

HOW LONG DO I COUNT?
Count continuously for the entire shift. Use a fresh sheet every 15 minutes, for a total of 4 sheets per hour.

INPUTTING YOUR DATA
Enter each sheet separately at peoplest.lacity.org/data-entry-portal/
Noncompliant Motorist Intersection Count

WHERE DO I COUNT?
You will be assigned an intersection within the Catchment Area, on either the northwest corner or the southeast corner. Stand at the corner with an unobstructed view of the crosswalks.

HOW DO I COUNT?
There are two phases to this count. As the signals change, you will alternate between phases by turning your head to the right or left:

Phase 1: West- and Eastbound traffic has a red light. Here you will observe either the East Leg or West Leg crosswalk, depending on which is closest to your location.

Phase 2: North- and Southbound traffic has a red light. During this phase you will observe either the North Leg or the South Leg crosswalk, depending on which is closest to your location.

WHAT IS 'FAIL TO YEILD'?
- RIGHT ON RED (A to D)
- RIGHT ON GREEN (B to A)
- LEFT ON GREEN (D to A)

WHAT IS 'ENCROACH'?
- FWD or LEFT ON RED (A to B or C)

HOW LONG DO I COUNT?
Count continuously for the entire shift. Use a fresh sheet every 15 minutes, for a total of 4 sheets per hour.

INPUTTING YOUR DATA
Enter each sheet separately at peoplest.lacity.org/data-entry-portal/

Noncompliant Motorist Intersection Count:
There are two phases to this count. As the signals change, you will alternate between phases by turning your head to the right or left:

Phase 1: West- and Eastbound traffic has a red light. Here you will observe either the East Leg or West Leg crosswalk, depending on which is closest to your location.

Phase 2: North- and Southbound traffic has a red light. During this phase you will observe either the North Leg or the South Leg crosswalk, depending on which is closest to your location.

If any part of a motor vehicle enters the crosswalk plane when a pedestrian in the crosswalk is: 1) past the street centerline and heading towards the motorist, or 2) heading away from the motorist but the pedestrian’s back has not cleared the front of the car.

When any part of a motor vehicle enters the crosswalk plane during a red light.

Count continuously for the entire shift. Use a fresh sheet every 15 minutes, for a total of 4 sheets per hour.

Enter each sheet separately at peoplest.lacity.org/data-entry-portal/
**Noncompliant Motorist Intersection Count**

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<th>RED Light</th>
<th>B \downarrow A</th>
<th>D \uparrow A</th>
<th>A \leftrightarrow B or C</th>
<th>A \downarrow D</th>
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**Location:**

**Date:**

**Pages:**

**Count Period:**

**This Page:**

**Rain:**

**Noncompliant Motorist Intersection Count**

**Location:**

**Date:**

**Pages:**

**Count Period:**

**This Page:**

**Rain:**

**Noncompliant Motorist Intersection Count**

**Location:**

**Date:**

**Pages:**

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**Rain:**

**Noncompliant Motorist Intersection Count**

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**Rain:**

**Noncompliant Motorist Intersection Count**

**Location:**

**Date:**

**Pages:**

**Count Period:**

**This Page:**

**Rain:**
Activity Scan (type 1)

WHERE DO I SCAN?
The Study Area consists of the sidewalk, adjacent public areas (such as building entries, courtyards, and steps), and curbside lane, on one side of the street only. Record either side of the street on separate sheets.

HOW DO I SCAN?
Scan one block, one sidewalk at a time. Start at one end of the block and walk slowly up the sidewalk. Count the people within your immediate field of vision. When you have marked all those people, advance another ten feet and repeat.

WHO DO I SCAN?
Only count people who are staying or lingering; do not count people who are walking, running, riding bicycles, etc.
Also count parked motor vehicles and bicycles.

HOW LONG DO I SCAN?
The length of time it takes to scan a sidewalks will vary. Go slowly to accurately record data.

INPUTTING YOUR DATA
Enter each sheet separately at peoplest.lacity.org/data-entry-portal/
# Activity Scan of Blockface (type 1)

**Date**

- **DAY**
- **MONTH**
- **YEAR**

**Location**

- **STREET**
- **PATH**

**Side of Street**

- [ ] N
- [ ] W
- [ ] E
- [ ] S

**This Page**

- **START**
- **END**
- **FROM**
- **TO**
- **AM**
- **PM**

**Count Period**

- **SIZE**
- **ACTIVITIES**
- **'NUISANCE' BEHAVIORS**
- **MOTOR VEHICLE**
- **BIKES**

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<th><strong>Person or Object</strong></th>
<th><strong>GENDER</strong></th>
<th><strong>POSTURE</strong></th>
<th><strong>AGE</strong></th>
<th><strong>WAITING</strong></th>
<th><strong>LEAVING</strong></th>
<th><strong>GROUP 23</strong></th>
<th><strong>CROSS STREET</strong></th>
<th><strong>PARKED LEGALLY</strong></th>
<th><strong>PARKED ILLEGALLY</strong></th>
<th><strong>LOADING</strong></th>
<th><strong>ON OTHER FIXTURE</strong></th>
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**TOTAL**
Activity Scan (type 2)

WHERE DO I SCAN?
The Study Area consists of the sidewalks, adjacent public areas (such as building entries, courtyards, and steps), and the curbside lane in the street. You will be assigned one or more blocks; record activities on one sheet per block. Record activity on each side of the street separately on either side of the form.

HOW DO I SCAN?
Scan one block, one sidewalk at a time. Start at one end of the block and walk slowly up the sidewalk. Count the people within your immediate field of vision. When you have marked all those people, advance another ten feet and repeat.

WHO DO I SCAN?
Only count people who are staying or lingering; do not count people who are walking, running, riding bicycles, etc. Also count parked automobiles and bicycles.

HOW LONG DO I SCAN?
The length of time it takes to scan sidewalks on both sides of the street will vary. Go slowly to accurately record data.

INPUTTING YOUR DATA
Enter each sheet separately at peoplest.lacity.org/data-entry-portal/
### Activity Scan of Block (type 2)

**Date**

- **Day**: [ ]
- **Month**: [ ]
- **Year**: [ ]

**Location**

- **Between**: [ ]
- **And**: [ ]

**This Page**

- **From**: [ ]
- **To**: [ ]

**Count Period**

- **Start**: [ ]
- **End**: [ ]

**Pages**

- **Page**: [ ]
- **Of**: [ ]

**Rain**

- **Yes**: [ ]
- **No**: [ ]

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<td>&gt; 65 yrs</td>
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<tr>
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<td>to Cross Street</td>
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Activity Scan of Parklet

WHERE DO I SCAN?
Scan stationary activities within the Study Area, which consists of the parklet itself, the area immediately around the parklet, and the sidewalk area between the parklet and the fronting property.

HOW DO I SCAN?
You may sit or stand; in the parklet, some distance away, or inside the fronting establishment with a full view of the parklet and its environs. Draw as little attention to yourself as possible.

HOW LONG DO I SCAN?
The length of time it takes to scan the Parklet Study Area will vary. Go slowly to accurately record data.

WHO DO I SCAN?
Count people in the Parklet Study Area. Count only those who are staying or lingering; do not count people who are walking, running, riding bicycles, etc.

INPUTTING YOUR DATA
Enter each sheet separately at peoplest.lacity.org/data-entry-portal/
### Activity Scan of Parklet

#### Person or Object
- **GENDER**: Male, Female
- **POSTURE**: Standing, Sitting Formal, Sitting Informal, Leaning
- **AGE**: < 16 yrs, > 65 yrs
- **WAITING**: For Transit, To Cross Street, Side Pair = 2, Group ≥ 3
- **SIZE**: Mobile Device, Cultural Group
- **ACTIVITIES**: Eating / Drinking, Smoking, Intoxicated, Panhandling, Vending
- **NUISANCE BEHAVIORS**: Urine / Defecation
- **VEHICLE**: On rack, Other fixture

#### Location
- **ADDRESS**: SPONSOR

#### Pages
- **COUNT PERIOD**: FROM AM, TO AM, START AM, END AM
- **RAIN**: YES, NO

#### Date
- **DAY**, **MONTH**, **YEAR**

#### This Page
- **FROM AM**:
- **TO AM**: 

#### Pages
- **PAGE**: OF TOTAL

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### Notes
- **TOTAL**: Parklet Studies for LADOT / People St / Project Evaluation Manual / Fieldwork Toolset v1.1
Activity Scan of Plaza

WHERE DO I SCAN?
The Study Area for the Plaza consists of all the Sidewalks, curbside lanes, and any other public open spaces which are physically adjacent to the section of roadway proposed for closure (pre-installation) or roadway close to create the Plaza (post-installation).

HOW DO I SCAN?
Starting at one corner, walk slowly through the Study Area. Count the people within your immediate field of vision. When you have marked all those people, advance another ten feet and repeat.

WHO DO I SCAN?
Only count people who are staying or lingering; do not count people who are walking, running, riding bicycles, etc. Also count parked motorists and bicycles.

HOW LONG DO I SCAN?
The length of time it takes to scan the Study Area will vary. Go slowly to accurately record data.

INPUTTING YOUR DATA
Enter each sheet separately at peoplest.lacity.org/data-entry-portal/
### Activity Scan of Plaza

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<th>≥ 65 yrs</th>
<th>For Transit</th>
<th>Group 2</th>
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<th>Eating / Drinking</th>
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Pedestrian Questionnaire

WHERE DO I ADMINISTER THE QUESTIONNAIRE?

Administer the questionnaire within the Project Catchment Area. The Catchment Area subdivides further into Study Areas. Be sure to mark the location of each pedestrian interview on the top of the form.

HOW MANY PEDESTRIANS DO I INTERVIEW?

The number of pedestrians per Study Area will vary by project. Be sure to interview equal numbers of pedestrians in each Study Area.

INPUTTING YOUR DATA

Enter each sheet separately at peoplest.lacity.org/data-entry-portal/
A1. What neighborhood are we in now? ________________________________

A2. What brings you to this neighborhood today (select all that apply)?

☐ I Live Here  ☐ I Work Here  ☐ Passing through en route to somewhere else
☐ For Music / Art  ☐ To meet friends  ☐ To Dine / Drink  ☐ To Shop

A3. How often do you visit the neighborhood?

☐ Daily  ☐ Once a Week  ☐ Several times a Week  ☐ Less than Once a Month
☐ Once a Month  ☐ Several times a Month

A4. How much time do you typically spend when you visit?

☐ ≤ 10 mins  ☐ 10 - 30 mins  ☐ 30 mins - 1 hr  ☐ ≥ 1 hr

A5. When you visit, how do you typically get to this neighborhood (select two: primary and secondary)?

☐ On Foot  ☐ Bike  ☐ Bus  ☐ Streetcar/Train
☐ Car  ☐ Taxi  ☐ Other  ☐ Scooter / Motorcycle

A6. How long did it take you to get to this neighborhood today (using all the modes above)?

☐ ≤ 5 mins  ☐ 5 - 15 mins  ☐ 15 - 30 mins  ☐ ≥ 30 min

A7. How much money do you typically spend when you visit?

☐ ≤ $5  ☐ $5 - 10  ☐ $10 - 30  ☐ ≥ $30

A8.1. In this neighborhood, how often do you recognize someone by face or name?

☐ Very Often  ☐ Often  ☐ Sometimes  ☐ Never

A9. What are the Boundaries of this Neighborhood? ________________________________
This Neighborhood...

Strongly Agree  1  2  3  4  Strongly Disagree  0  Don’t know / No Opinion

B13.1. _______ Is clean and well-maintained
B14.1. _______ Is safe
B15.1. _______ Is unattractive
B16.1. _______ Is active
B17.1. _______ Is a place where it’s easy to talk to others (who I may not have known before)
B18.1. _______ Has a strong identity
B19.1. _______ Is in an area with a lot of noise

When you visit the neighborhood, how often are you accompanied by anyone...

C1. under 16 years old?  □ Often  □ Sometimes  □ Never
C2. over 65 years old?  □ Often  □ Sometimes  □ Never
C3. mobility assisted?  □ Often  □ Sometimes  □ Never
C4. who is a family member?  □ Often  □ Sometimes  □ Never

D1. What year were you born?  

D2. Your gender identity:  □ Male  □ Female  □ Other
D3. Your ethnic identity:  □ Hispanic or Latino  □ Non-Hispanic
D4. Your racial identity: (select all that apply)  □ White  □ Black  □ Asian  □ Native Hawaiian or Pacific Islander  □ Native American
D5. What is your zipcode?  

Pedestrian Questionnaire  (page 2)
Cyclist Questionnaire

WHERE DO I ADMINISTER THE QUESTIONNAIRE?

Administer the questionnaire within the Project Catchment Area. The Catchment Area subdivides further into Study Areas. Be sure to mark the location of each cyclist interview on the top of the form.

HOW MANY CYCLISTS DO I INTERVIEW?

The number of cyclists per Study Area will vary by project. Be sure to interview equal numbers of pedestrians in each Study Area.

INPUTTING YOUR DATA

Enter each sheet separately at peoplest.lacity.org/data-entry-portal/
A1. What neighborhood are we now?

A2. What brings you to this neighborhood today (select all that apply)?

- [ ] I Live Here
- [ ] I Work Here
- [ ] Passing through en route to somewhere else
- [ ] For Music / Art
- [ ] To meet friends
- [ ] To Dine / Drink
- [ ] To Shop

A3. How often do you visit the neighborhood?

- [ ] Daily
- [ ] Once a Week
- [ ] Once a Month
- [ ] Less than Once a Month

A6. How much time do you typically spend when you visit?

- [ ] ≤ 10 mins
- [ ] 10 - 30 mins
- [ ] 30 mins - 1 hr
- [ ] ≥ 1 hr

A5.3. How often do you come to this neighborhood by bicycle?

- [ ] Very Often
- [ ] Often
- [ ] Sometimes
- [ ] Never

A6.3. How long did it take you to bicycle to this neighborhood today?

- [ ] ≤ 5 mins
- [ ] 5 - 15 mins
- [ ] 15 - 30 mins
- [ ] ≥ 30 min

A7. How much money do you typically spend when you visit?

- [ ] ≤ $5
- [ ] $5 - 10
- [ ] $10 - 30
- [ ] ≥ $30

A8. In this neighborhood, how often do you recognize someone by face or name?

- [ ] Very Often
- [ ] Often
- [ ] Sometimes
- [ ] Never

A10. Where do you prefer to lock your bicycle?

- [ ] Directly in front of my destination - I find something to lock up to
- [ ] Directly in front of my destination, but only if a bicycle rack is available.
- [ ] Near my destination - I find something to lock up to
- [ ] On the nearest bike rack and walk to my destination.
- [ ] On the nearest corral and walk to my destination.

A11. When visiting this neighborhood, how often do you lock to the corral?

- [ ] Very Often
- [ ] Often
- [ ] Sometimes
- [ ] Never
The Bicycle Corral...

Strongly Agree 1 2 3 4 Strongly Disagree 0 Don’t know / No Opinion

B2.3. ______ Contributes to increased bicycle traffic in the neighborhood
B3.3. ______ Makes it more likely that I’ll visit this neighborhood more often
B4. ______ Makes it more likely that I’ll bicycle here instead of driving, taking transit, walking, etc.
B7.3. ______ Is well-used
B9.3. ______ Improves the sidewalk environment
B11.3. ______ Increases the visibility of businesses from the street
B13.3. ______ Is clean and well-maintained
B14.3. ______ Makes the neighborhood feel safer
B15.3. ______ Is unattractive
B18.3. ______ Enhances the street and neighborhood identity

When you visit the neighborhood, how often are you accompanied by anyone...

C1. under 16 years old? □ Often □ Sometimes □ Never
C2. over 65 years old? □ Often □ Sometimes □ Never
C4. who is a family member? □ Often □ Sometimes □ Never

D1. What year were you born? ____________________________
D2. Your gender identity: □ Male □ Female □ Other
D3. Your ethnic identity: □ Hispanic or Latino □ Non-Hispanic
D4. Your racial identity: (select all that apply) □ White □ Black □ Asian
□ Native Hawaiian or Pacific Islander □ Native American
D5. What is your zipcode? ____________________________
Parklet / Plaza Questionnaire

WHERE DO I ADMINISTER THE QUESTIONNAIRE?

Administer the questionnaire within the Study Area for the Project only. The Study Area for Parklets and Plazas differ:

The Study Area for the Parklet consists of the parklet itself, the area immediately around the parklet, and the sidewalk area between the parklet and the fronting property.

The Study Area for the Plaza consists of all the Sidewalks, curbside lanes, and any other public open spaces which are physically adjacent to the section of roadway proposed for closure (pre-installation) or roadway close to create the Plaza (post-installation).

HOW MANY PROJECT USERS DO I INTERVIEW?

The number of cyclists per Study Area will vary by project.

INPUTTING YOUR DATA

Enter each sheet separately at peoplest.lacity.org/data-entry-portal/
A1. What neighborhood are we now?

A2. What brings you to this neighborhood today (select all that apply)?

- [ ] I Live Here
- [ ] I Work Here
- [ ] Passing through en route to somewhere else
- [ ] For Music / Art
- [ ] To meet friends
- [ ] To Dine / Drink
- [ ] To Shop

A3. How often do you visit the neighborhood?

- [ ] Daily
- [ ] Once a Week
- [ ] Several times a Week
- [ ] Less than Once a Month
- [ ] Once a Month
- [ ] Several times a Month

A4. How much time do you typically spend when you visit?

- [ ] ≤ 10 mins
- [ ] 10 - 30 mins
- [ ] 30 mins - 1 hr
- [ ] ≥ 1 hr

A5. When you visit, how do you typically get to this neighborhood (select two: primary and secondary)?

- [ ] On Foot
- [ ] Bike
- [ ] Bus
- [ ] Streetcar/Train
- [ ] Car
- [ ] Taxi
- [ ] Other
- [ ] Scooter / Motorcycle

A6. How long did it take you to get to this neighborhood today (using all the modes above)?

- [ ] ≤ 5 mins
- [ ] 5 - 15 mins
- [ ] 15 - 30 mins
- [ ] ≥ 30 min

A7. How much money do you typically spend when you visit?

- [ ] ≤ $5
- [ ] $5 - 10
- [ ] $10 - 30
- [ ] ≥ $30

A8.2. When in this parklet / plaza, how often do you recognize someone by face or name?

- [ ] Very Often
- [ ] Often
- [ ] Sometimes
- [ ] Never

This Parklet / Plaza...

Strongly Agree 1 2 3 4 Strongly Disagree 0 Don’t know / No Opinion

B1. _________ Contributes to increased bicycle traffic in the neighborhood

B2. _________ Contributes to increased foot traffic in the neighborhood
This Parklet / Plaza... 

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Strongly Disagree</th>
<th>0</th>
<th>Don't know / No Opinion</th>
</tr>
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<tr>
<td>B3.2.</td>
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<td>Makes it more likely that I’ll visit this neighborhood</td>
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<td>B7.2.</td>
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<td>Is well-used</td>
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<td>B9.</td>
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<td>Improves the sidewalk environment</td>
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<td>B12.2.</td>
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<td>Reduces the car parking spaces I need access to</td>
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<td>B13.2.</td>
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<td>Is clean and well-maintained</td>
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<td>Makes the neighborhood feel safer</td>
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<td>B15.2.</td>
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<td>Is unattractive</td>
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<td>B16.2.</td>
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<td>B17.2.</td>
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<td></td>
<td>Is a place where it’s easy to talk to others (who I may not have known before)</td>
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<td>B18.2.</td>
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<td>Enhances the street and neighborhood identity</td>
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<td>B19.2.</td>
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<td>Is in an area with a lot of noise</td>
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When you visit the neighborhood, how often are you accompanied by anyone...

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<tr>
<th>C1. under 16 years old?</th>
<th>Often</th>
<th>Sometimes</th>
<th>Never</th>
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<td>C2. over 65 years old?</td>
<td>Often</td>
<td>Sometimes</td>
<td>Never</td>
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<tr>
<td>C3. mobility assisted?</td>
<td>Often</td>
<td>Sometimes</td>
<td>Never</td>
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<tr>
<td>C4. who is a family member?</td>
<td>Often</td>
<td>Sometimes</td>
<td>Never</td>
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</tbody>
</table>

D1. What year were you born? ____________________________

D2. Your gender identity: □ Male □ Female □ Other

D3. Your ethnic identity: □ Hispanic or Latino □ Non-Hispanic

D4. Your racial identity: (select all that apply) □ White □ Black □ Asian □ Native Hawaiian or Pacific Islander □ Native American

D5. What is your zipcode? ____________________________
Business Operator Questionnaire

**WHICH BUSINESS OPERATORS DO I INTERVIEW?**

Specific Business Operators within the Project Catchment Area will be identified by LADOT.

**INPUTTING YOUR DATA**

Enter each sheet separately at peoplest.lacity.org/data-entry-portal/
1. Contact Name: ___________________________ Phone: ___________________________

2. Contact Title: ___________________________ Email: ___________________________

3. Alternate Contact: ______________________ Phone: ___________________________

4. Alternate Title: __________________________ Email: ___________________________

5. Business Name: __________________________

6. Business Address: _______________________

7. Business Type: ___________________________
   - □ Restaurant / Food - Dine-In
   - □ Restaurant / Food - Take-Out
   - □ Retail
   - □ Services
   - □ Other: ___________________________

8. Business Format: _________________________
   - □ Partnership
   - □ Sole Proprietor
   - □ Non-Profit
   - □ Cooperative
   - □ Franchise
   - □ Corporation
   - □ Limited Liability Corporation

9. Business Space: __________________________
   - □ Rent
   - □ Own. Since this year: __________________

10. Month and Year business began operating at this location: __________________

11. Part of Business Improvement District; Community Benefit District; Association; or Chamber of Commerce?
   - □ No
   - □ Yes (please name): __________________

A1. What neighborhood is your business located in? __________________

2. Why did you choose to locate your business in this neighborhood? __________________

______________________________________________________________________________
What kind of change do you expect in the following aspects of your business over the next 12 months?

<table>
<thead>
<tr>
<th>E1. Employees / Staff</th>
<th>Increase</th>
<th>No Change</th>
<th>Decrease</th>
<th>Please Explain</th>
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<td>E2. Number of Patrons</td>
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<td>E3. Debt</td>
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<td>E4. Revenue</td>
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<td>E5. Profit</td>
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</table>

E6. How many employees work in your business at this time?  

Full-Time ________  Part-Time ________  Total ________

E7. What are your average gross sales on

Weekday $ _________  Weekend Day $ _________

F1. What times of day are most busy?  
(select up to two and rank in order)

Weekdays

Open - 12pm  12 - 2pm  2 - 5pm  5 - 7pm  7pm - Close

Weekends

F2. What is your patrons’ typical mode(s) of arrival? (select two: primary and secondary)

On Foot  Bike  Transit  Car  Other

under 10 mins  10 - 30 mins  30 mins - 1 hr  over 1 hr

F3. How long does the typical patron spend in your establishment?

What percent of your clients are  
(selections below do not need to total 100%)

< 20%  20 - 40%  40 - 60%  60 - 80%  > 80%

F4. ‘Return Customers’

F5. ‘Locals’ / Residents

F6. Commuters / Non-Residents

F7. How much does a typical client spend in your establishment during peak hours? $ ________________

F8. Does your average patron visit other local businesses?  

Yes  No

F9. Is there sufficient parking in the area for your businesses?  

Yes  No

F10. For patrons who drive, where do you tell them to park their car?  

On Street  Public Lot or Garage  I don’t tell them to park anywhere  Private Lot or Garage
G1. Would you recommend a [Plaza / Parklet / Bicycle Corral] to businesses in other neighborhoods?

☐ No       ☐ Yes (please explain): ____________________________

G2. Would you be interested in hosting a [Parklet / Bicycle Corral] in front of your own business?

☐ No       ☐ Yes (please explain): ____________________________

The [Plaza / Parklet / Bicycle Corral]...

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<th>4</th>
<th>Strongly Disagree</th>
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<th>Don’t know / No Opinion</th>
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<td>B1.</td>
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<td>Contributes to increased Foot Traffic in the neighborhood</td>
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<td>B2.</td>
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<td>Contributes to increased Bicycle Traffic in the neighborhood</td>
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<td>B3.4.</td>
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<td>Makes it more likely that patrons will visit this neighborhood more often</td>
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<td>B5.</td>
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<td>Contributes to increased Sales / business volume for my business</td>
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<td>B6.</td>
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<td>Contributes to increased Sales / business volume for the neighborhood</td>
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<td>B7.</td>
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<td>Is well-used</td>
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<td>B8</td>
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<td></td>
<td>Is unnecessary for my customers</td>
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<td>B9</td>
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<td>Improves the sidewalk environment</td>
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<td>B10</td>
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<td>Is placed in a poor location relative to my business</td>
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<td>B11</td>
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<td>Increases the visibility of businesses from the street</td>
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<td>B12.4.</td>
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<td>Reduces the auto parking spaces needed for my patrons</td>
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<td>B13.4.</td>
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<td>Is clean and well-maintained</td>
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<td>B14.4.</td>
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<td>Makes the neighborhood feel safer</td>
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<td>B15.4.</td>
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<td>Is unattractive</td>
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<td>B16.4.</td>
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<td>Is active</td>
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<td>B17.4.</td>
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<td>Is a place where it’s easy for others who don’t know each other to talk to each other</td>
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<td>B18.4.</td>
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<td>Enhances the street and neighborhood identity</td>
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</table>
For information on People St visit **peoples.t.lacity.org**
e-mail **peoples.t@lacity.org**

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- [instagram] @LADOTPeopleSt

**IMAGE CREDITS FOR THE FIELDWORK TOOLSET FOR PROJECT EVALUATION V1.0**

Cover: Jim Simmons
Back cover: Vanessa Stump

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Please cite Parklet Studies for “Research Design and Methodology” in all written and spoken reports, presentations, and any other communiqués regarding the evaluation of Bicycle Corrals, Parklets, Plazas, and Corridors; for pre-occupancy, post-occupancy, as well as all subsequent studies which use any data collected using the tools developed by Parklet Studies.

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