



2016

PHILLY FREE STREETS

**USER AND BUSINESS
RESPONSE TO THE
2016 PHILLY FREE
STREETS EVENT**

PREPARED BY:
PennPraxis for Open
Streets PHL and The
Knight Foundation

I N D E X

USER AND BUSINESS RESPONSE TO THE 2016 PHILLY FREE STREETS EVENT

PREPARED BY Penn Praxis for Open Streets PHL. Funding provided by The Knight Foundation.



DESIGNED BY:
COHERE
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“

Simply the best day we ever had in our 3-plus years of being open: great exposure and great sales. What more could a small business ask for? We would love to do it again!

”

Curtis Kise,
owner - Neighborhood Books



PREMISE



Open Streets PHL was formed in the wake of Pope Francis’s visit in the fall of 2015, with the goal of harnessing the excitement over car-free streets to create a new open streets initiative with the City of Philadelphia.

One year later, that goal became a reality with the first Philly Free Streets event, which opened over 5 miles of public streets to Philadelphia residents for all types of outdoor recreation on a Saturday between 8:00 AM and 1:00 PM.

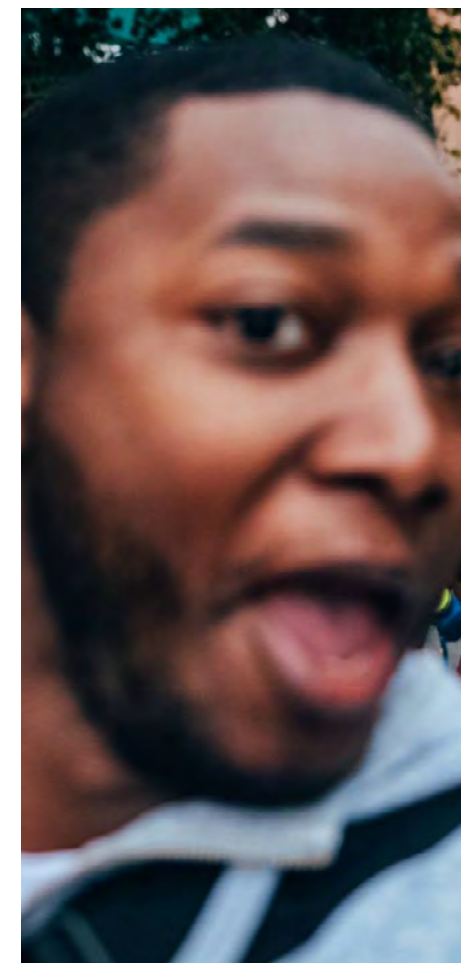
Our team recognized that an important part of leveraging this first Free Streets event into an ongoing City program was to collect high-quality data about how people were using the streets. Building public support for future events in other parts of the city rested on knowing the answers to some critical questions. Who attended the

event? What did people use the streets for? How did open streets impact corridor businesses’ sales? Further, knowing which sections of the route proved to be most popular with attendees would help inform the planning of future routes.

The findings detailed in this study by the research team at PennPraxis reveal the first Philly Free Streets event was overwhelmingly popular with both attendees and business owners, and an economic boon for both South Street businesses and the City as a whole.

EXECUTIVE SUMMARY

Premise
Important Takeaways



IMPORTANT TAKEAWAYS

01

Attendees came from all over the city and region.

02

Most attendees (85%) arrived by means other than a car.

03

A majority of businesses reported an increase in business activity during Free Streets, suggesting the program could become part of a commercial corridor strategy. Estimated consumer surplus value of \$800K-1.1M.

04

A plurality of respondents (65%) said they wanted to see a Free Streets event once a month. The second most common response was once every six months, followed by once a week.

05

The commercial corridor portion of the route was much more popular than the trail and park portions. Few people traveled the entire route, and by far, the most respondents entered the route near South Street. After physical activities like walking and biking, the most popular activities cited by respondents were socializing, lounging, and eating and drinking.

Three of the previous takeaways, taken as a whole, have significant implications for the future of the Philly Free Streets program.

First, event attendees signaled a desire to enjoy PFS events at a greater frequency, up to monthly. Secondly, the South Street commercial corridor was the most popular destination during the event owing to its abundant attractions (most popular activities cited by participants included lounging, eating, and drinking), as well as its proximity to the city's population centers and its ease of access through public transit, cycling, and walking. Thirdly, participants stated that they would like to see PFS events take place in their own neighborhoods. These findings suggest that the City of Philadelphia should seek to hold numerous annual PFS events in multiple city neighborhoods and concentrate these events around commercial corridors.

Orchestrating PFS events at a higher frequency will require the City to address some of the most significant event costs, such as police staffing requirements at intersections. Where possible, volunteers should be used in place of police officers to reduce cost. Event locations will also need to be considerate of road widths and capacities to avoid the crowding experienced at the height of attendance at the inaugural PFS

event. Congestion can also be eased by designing intersection blockades with more consideration for crowd flows. Planners should avoid placing vehicles and barriers perpendicular to the flow or in a way that significantly blocks flow. Instead, volunteers and police officers should be employed to slow travel as needed.

The positive impact to businesses along the commercial corridor is an important takeaway that should be leveraged when proposing future PFS events in other neighborhoods. Open communication with businesses is essential to obtain buy-in, to explain the benefits of the event, and to encourage business operators to open early and make their businesses inviting to passers-by.

With the successful launch of the PFS program, Philadelphia is on its way to developing a long-term program that will help foster city pride, increase its appeal to residents and visitors, and bolster its economy. Open Streets PHL is proud of our role in advising the City of Philadelphia as it developed this program and advises that the findings in this study are applied to make Philly Free Streets a continued success.



90%

of attendees said they'd like to see a Free Streets event in their neighborhood.



**INTRODUCTION
& KEY FINDINGS**

I N T R O

Philly Free Streets (PFS) was held on September 24, 2016.

It was the first event in the City of Philadelphia during which a portion of roadway in Center City was closed to vehicular traffic for the purposes of recreation and socializing.

PennPraxis conducted a survey during the event at which attendees and businesses along the route were surveyed about their experience and background. The following represents the most compelling findings.

**SEPTEMBER 24
2016**

**FIRST EVER
PHILLY FREE
STREETS
EVENT KEY
FINDINGS**

KEY FINDINGS

01

Impressions of Philly Free Streets (PFS) were overwhelmingly positive.

- Ninety-seven percent (97%) of respondents reported that they enjoyed the PFS event
- Ninety percent (90%) of respondents identifying as Philadelphia residents said they would like to see a PFS event in their neighborhood in the future
- Eighty-six percent (86%) of respondents said they would be “very likely” to attend another event

02

Eighty percent (80%) of South Street businesses surveyed said they would like to see another event of this type.

03

The estimated consumer surplus value of the event was approximately \$800,000 - \$1.1M.



04

The majority of businesses (55%) reported that the event was related to an increase in sales volume; only fifteen percent (15%) reported doing less volume. Available sales data showed a mean 157% increase in transaction volume relative to the previous Saturday.

05

An overwhelming majority (85%) of respondents traveled to the event using means other than automobile (e.g. bicycle, walking, public transportation).

06

Fifty-four percent (54%) of survey subjects reported living in zip codes that were within 1/4 mile of the route, but visitors came from across the city and region.



07

The most popular activities at PFS were bicycling, walking, socializing, and eating and drinking.



08

Few respondents navigated the course from West to East; rather most started on South Street and traveled west.

09

Survey subjects were generally white, physically-active people, without children.

10

On average, subjects were better educated and wealthier than the average Philadelphia resident or the average resident of neighborhoods along the route.



11

Respondents encountered near the West Fairmount Park portion of the route were more likely to be African American and more likely to have used personal motor vehicles to attend the event.



12

Most survey subjects reported learning about PFS on social media (32%) or through word of mouth (50%).

13

Businesses learned about the event in a wide variety of ways, but most reported that they were “well-informed.”



OVERVIEW

OVERVIEW

On Saturday, September 24, 2016, the City of Philadelphia Managing Director's Office of Transportation and Infrastructure Systems (oTIS) held its inaugural Philly Free Streets event, closing a ten-mile route of public streets to motorized traffic from 8:00 AM to 1:00 PM. This route included South Street, one of the City's most famous commercial corridors.

Open Streets PHL, a 501(c)(3) non-profit that promotes temporary street-closure events, was a strong advocate for Philly Free Streets (PFS) and an event sponsor. Open Streets PHL retained PennPraxis to conduct survey research at the event and quantitatively evaluate the event's function and impact. PennPraxis is the applied research arm of the University of Pennsylvania's School of Design. This document describes PennPraxis' overall findings and methodology for conducting the survey and quantifying the outcomes.

PennPraxis deployed eight surveyors at the event. In total, the surveyors collected 170 intercept surveys of event attendees and 69 surveys of local business establishments. PennPraxis surveyors were positioned along the 10-mile route in five locations on survey zones

(Figure 1). This includes West Fairmount Park, Martin Luther King (MLK) Drive, the Schuylkill River Trail, South Street East of Broad Street and South Street West of Broad. Surveyors remained in their locations from 8:00 AM until 1:00 PM when the event concluded. At that point, all surveyors reported to South Street where business surveys were completed. This portion of surveying lasted from 2:00 PM until 4:00 PM. Surveys ascertained subjects' socio-economic characteristics, transportation behaviors and their attitudes regarding the event. Business surveys captured information regarding satisfaction with the event and the nature and total of business transactions during event hours. Detailed methodology, survey responses, and examples of survey instruments can be found in Appendices I, II, and III to this report.

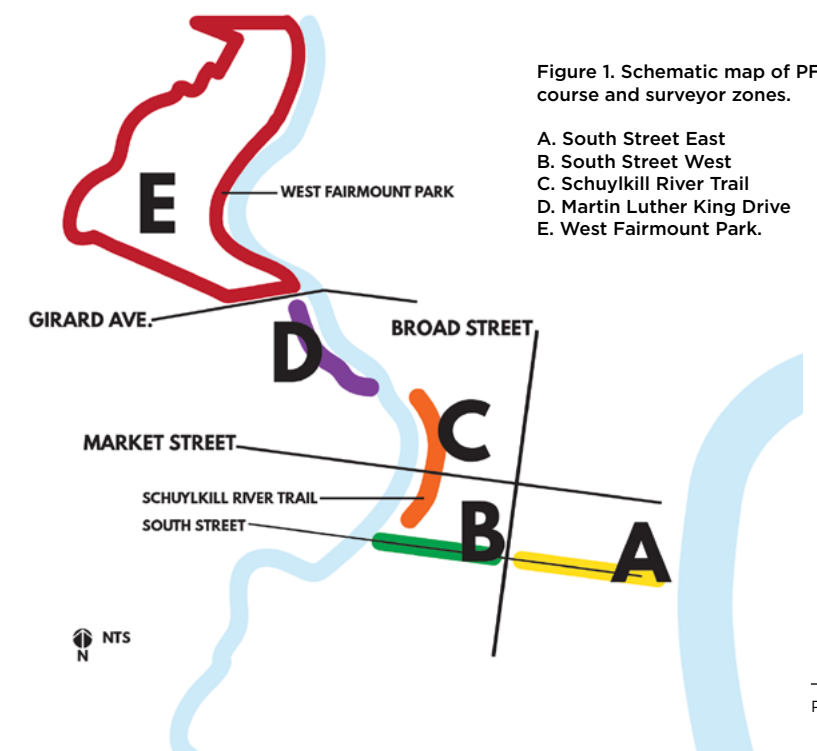


Figure 1. Schematic map of PFS course and surveyor zones.
 A. South Street East
 B. South Street West
 C. Schuylkill River Trail
 D. Martin Luther King Drive
 E. West Fairmount Park.



RESULTS

Intercept Survey
Business Survey

INTERCEPT

SURVEY

PennPraxis surveyors conducted 170 surveys at the PFS event from the hours 8:00 AM to 12:00 PM. One hundred and one (101) were conducted on South Street, 22 on the Schuylkill River Trail, 17 on MLK Drive and 30 in West Fairmount Park. Notable results were as follows:

Impressions of Philly Free Streets were overwhelmingly positive.

Ninety-seven percent (97%) of respondents reported that they liked the PFS event, and 86% of subjects reported that they would be “very likely” to attend another Philly Free Streets event.

Seventy-five percent (75%) said that the PFS event

changes their feelings about Philadelphia “positively,” with the remainder answering “no change.”

Zero respondents believed the PFS event negatively influenced their perception of the City.

Ninety percent (90%) of Philadelphia resident respondents said they would like to have a similar event in their neighborhood.

FIGURE 2. RESPONDENT’S DESIRED FREQUENCY FOR FUTURE PFS EVENTS

The plurality of subjects thought that there should be a PFS event once per month, with some responding that there should be an event every six months, or every week.

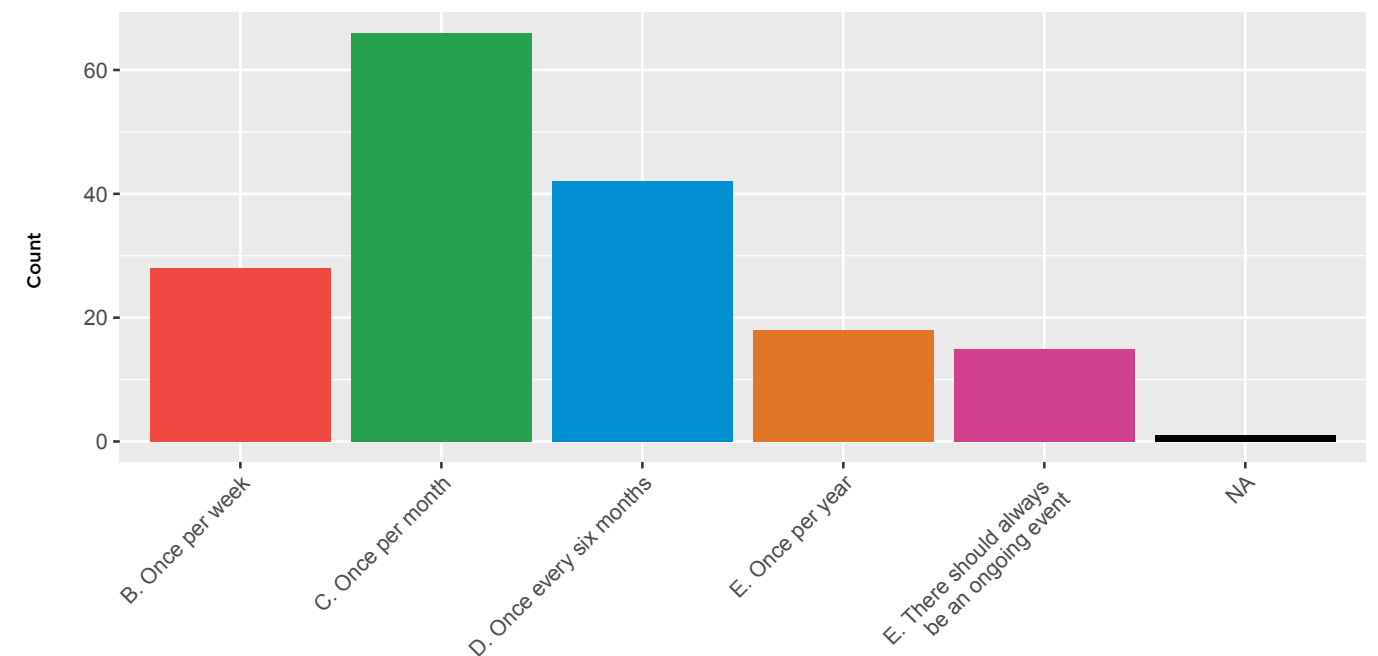


FIGURE 3. METHOD OF LEARNING ABOUT PFS EVENT

Most respondents reported learning about PFS on social media or through word of mouth.

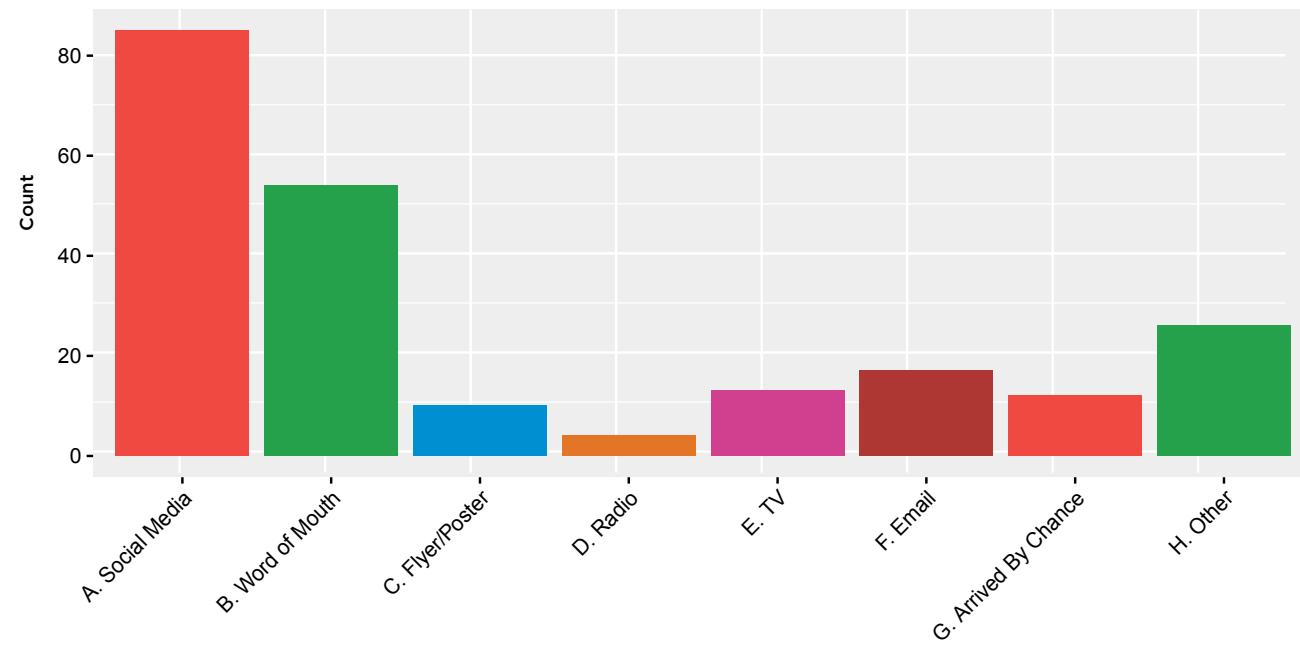
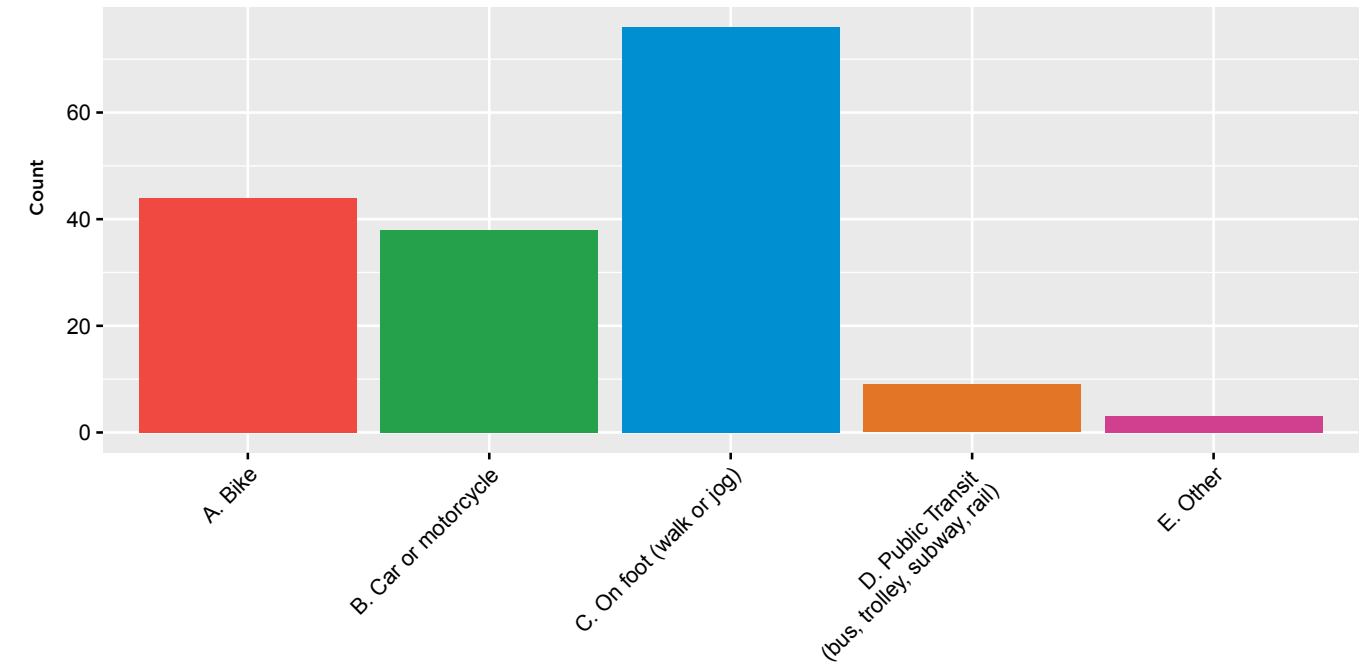


FIGURE 4. MODE OF TRAVEL REPORTED BY RESPONDENTS

Attendees used modes other than cars to reach the event.

The majority of visitors to Philly Free Streets traveled on foot or by bicycle to reach the car-free zone. Just 15% traveled by motor vehicle.



07%



OF RESPONDENTS REPORTED THAT THEY ENJOYED THE PFS EVENT

FIGURE 5. MODE OF TRAVEL REPORTED BY RESPONDENTS IN DIFFERENT AREAS OF THE COURSE

The West Fairmount Park area of the course was an exception: 50% of respondents surveyed in that survey area reported traveling by car or motorcycle to the vehicle-free zone.

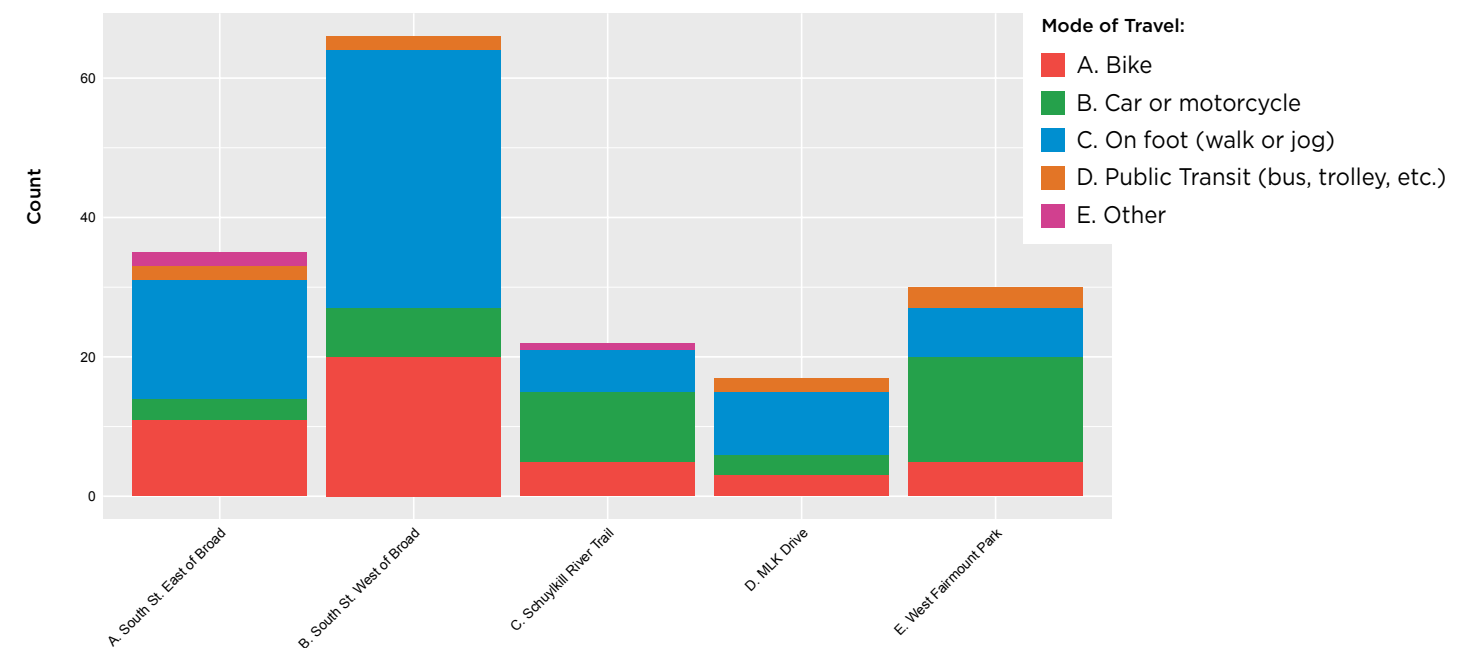
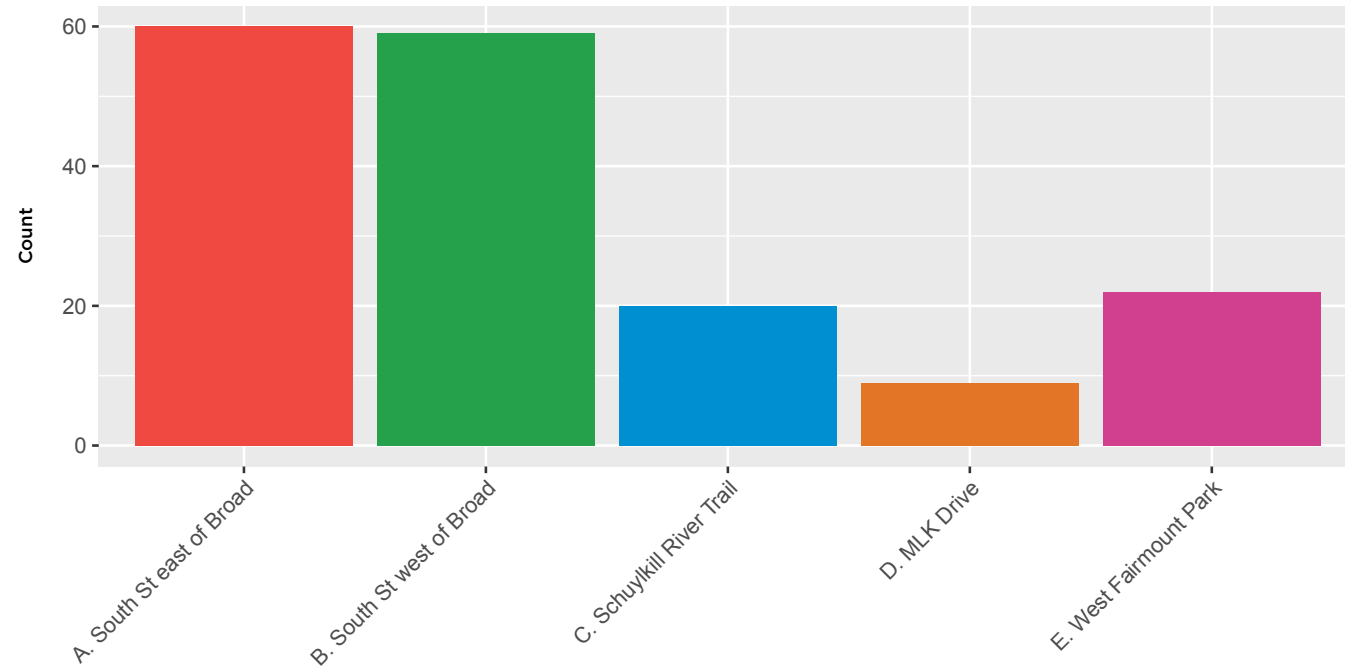


FIGURE 6. REPORTED POINT OF ENTRY TO CAR-FREE ZONE

Few subjects navigated the course from West to East; most started on South.

The overwhelming majority of those who were interviewed on South Street had also entered on South Street.



THE COMMERCIAL CORRIDOR ON SOUTH STREET WAS THE MAIN ENTRY POINT

FIGURE 7. SUBJECT POINT OF ENTRY IN RELATION TO RESPONDENT INTERVIEW LOCATION

Just under half of the Schuylkill River Trail, MLK Drive and West Fairmount Park interviewees reported having entered the car-free zone on South Street.

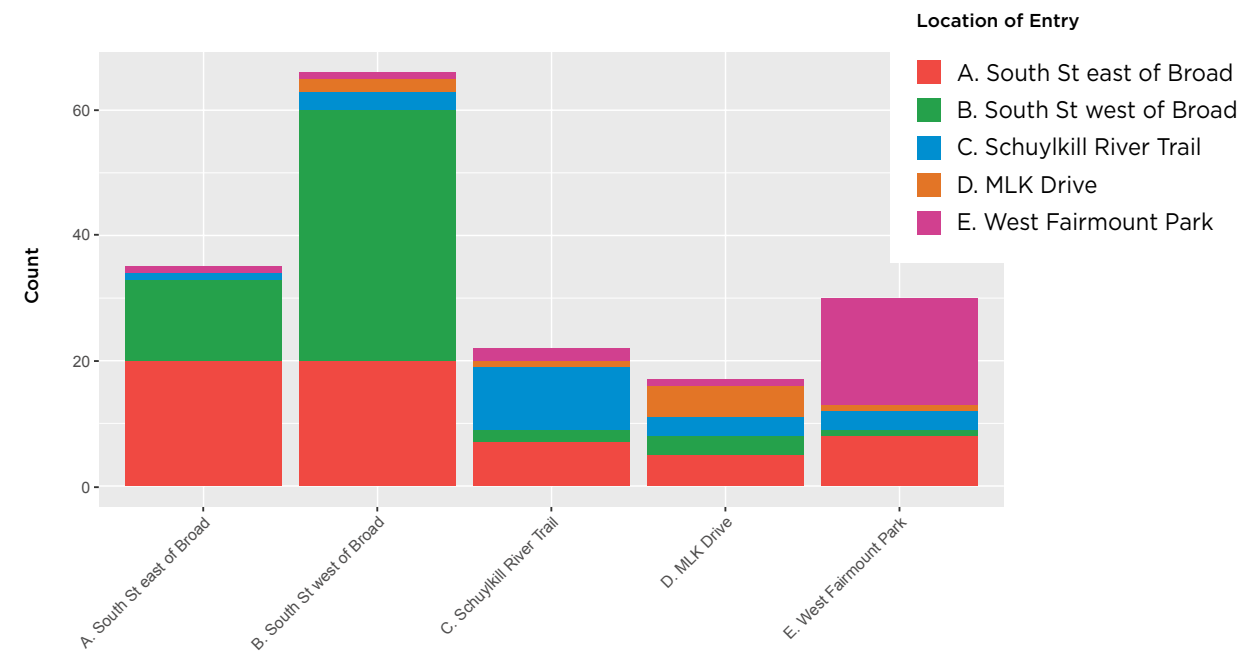
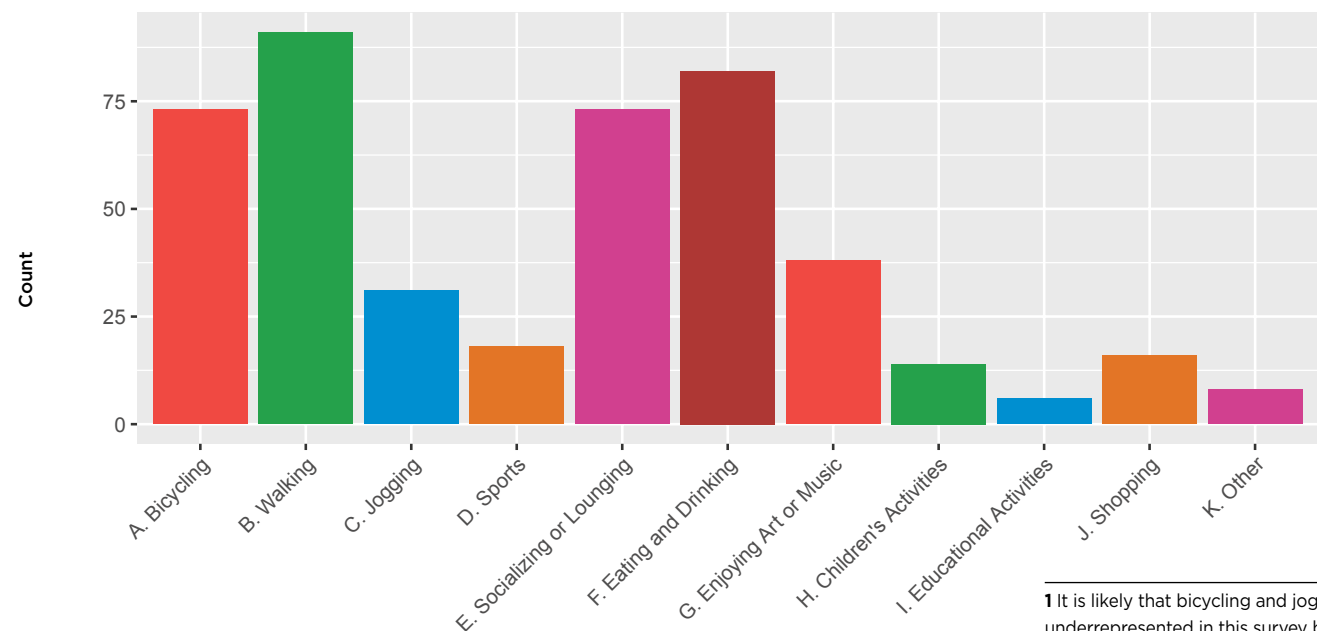


FIGURE 8. ACTIVITIES REPORTED DURING PHILLY FREE STREETS

The majority of respondents at PFS reported plans to participate in physical and social activities.

The most popular activities at PFS were bicycling, walking, socializing or lounging and eating and drinking.¹



¹ It is likely that bicycling and jogging were underrepresented in this survey because of the difficulty inherent in stopping a fast-moving bicyclist or jogger to take a survey.

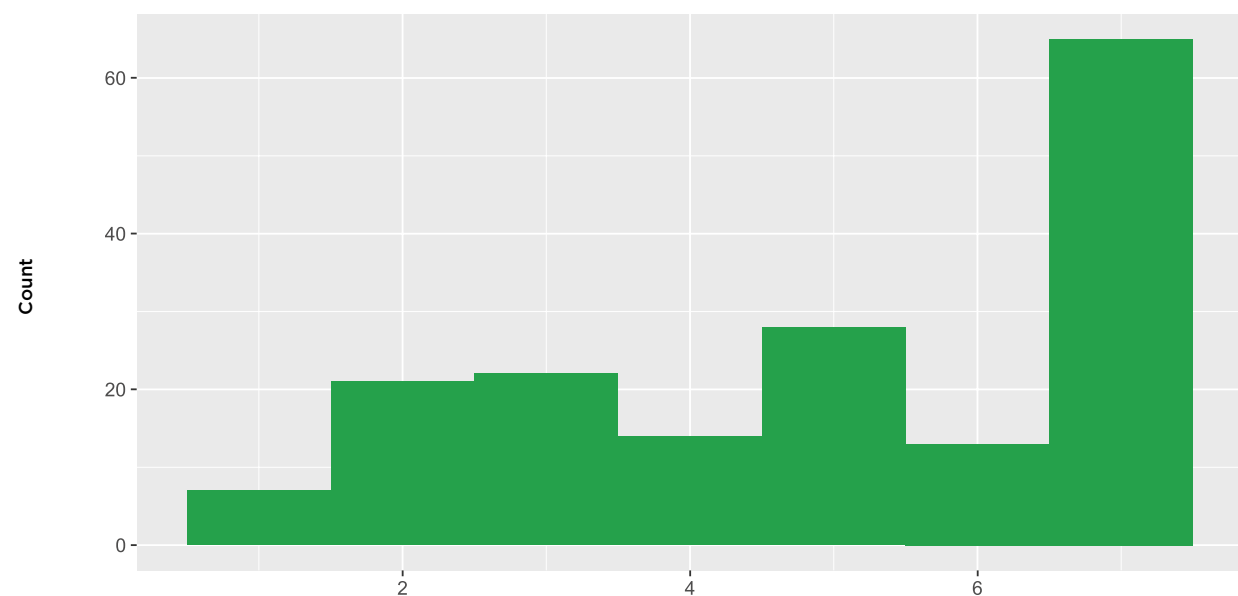
FIGURE 9. NUMBER OF ACTIVE DAYS REPORTED BY PHILLY FREE STREETS PARTICIPANTS

Survey subjects reported doing lots of physical activity in their daily lives.

prior to the event, with 38% reporting having done so on all seven days of the previous week.

Subjects reported having done vigorous physical activity, on average, in five of the previous seven days

The large majority (82%) reported planning on spending more than one hour at the event.



“

What an incredible event for city kids, 10 minutes in, my 6 year old said “Daddy - take my training wheels off” and she had a great day. So many other Philadelphians were out acting like kids too. That day, we all realized a deeply kept secret...streets are public spaces.

”

Nate Hommel,
Open Streets PHL board member

FIGURE 10. AGE OF RESPONDENTS

Survey subjects were generally young, white and without children.

More than half of subjects were younger than age 35, and 71% were under the age of 50.²

Only 12% reported being there with children.

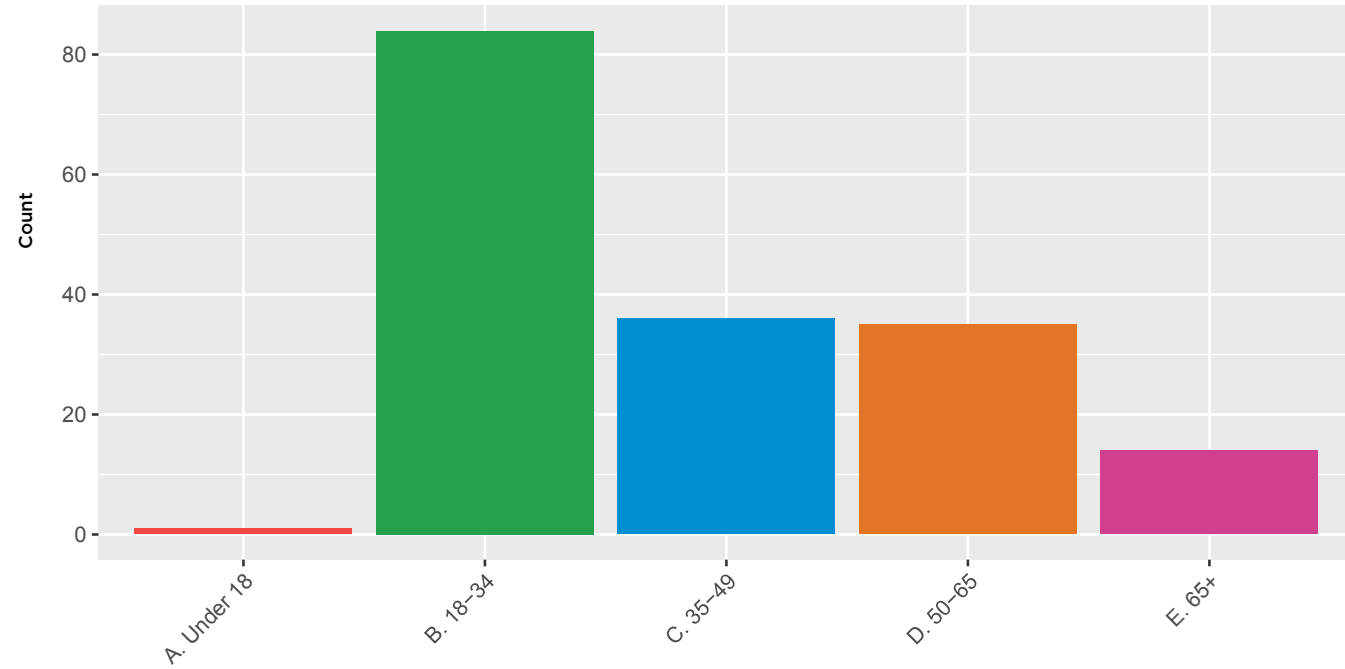
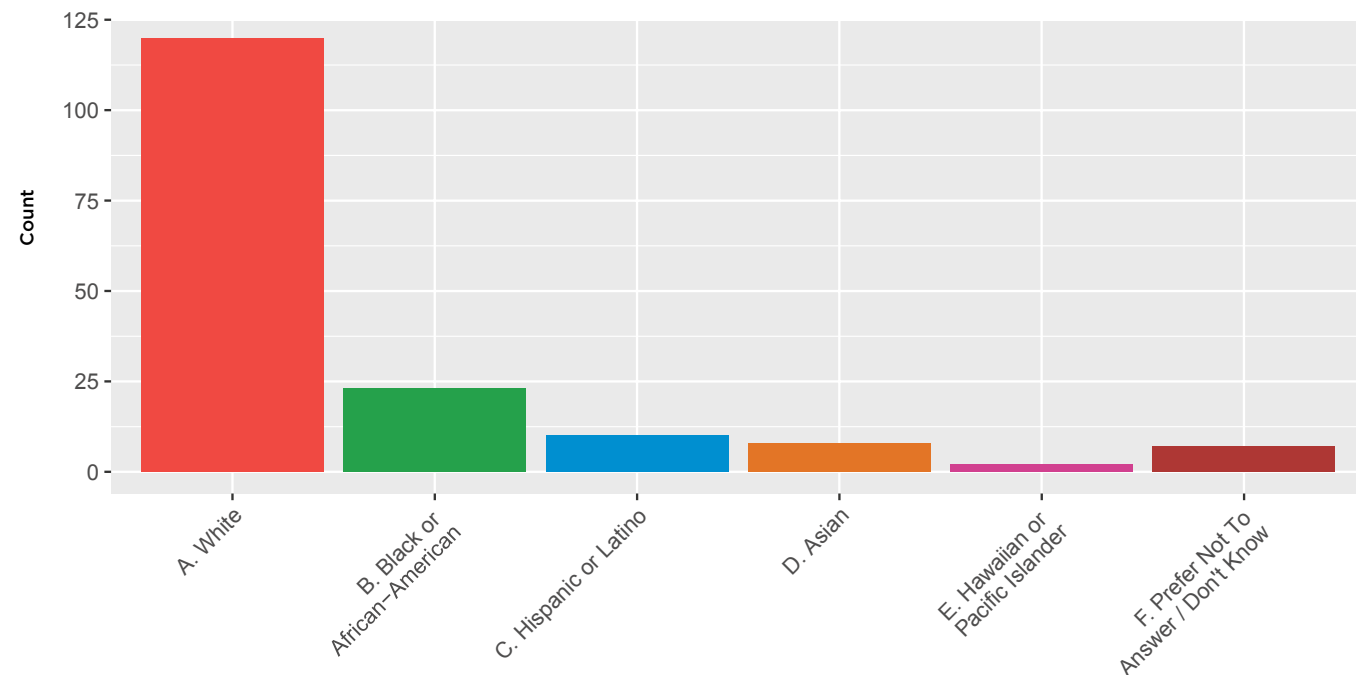


FIGURE 11. RACE OR ETHNIC BACKGROUND OF RESPONDENTS

Seventy percent (70%) described their race as “white,” 13% described their race as “African-American,” 6% described their race as “Hispanic,” 5% as “Asian” and 4% declined to answer the question.



² PennPraxis attempted to survey subjects appearing 18 years of age or older

FIGURE 12. SELF-REPORTED RACIAL IDENTITY OF SUBJECTS AT DIFFERENT SURVEY LOCATIONS

White attendees made up a significant majority of the survey sample at all sites except West Fairmount Park.

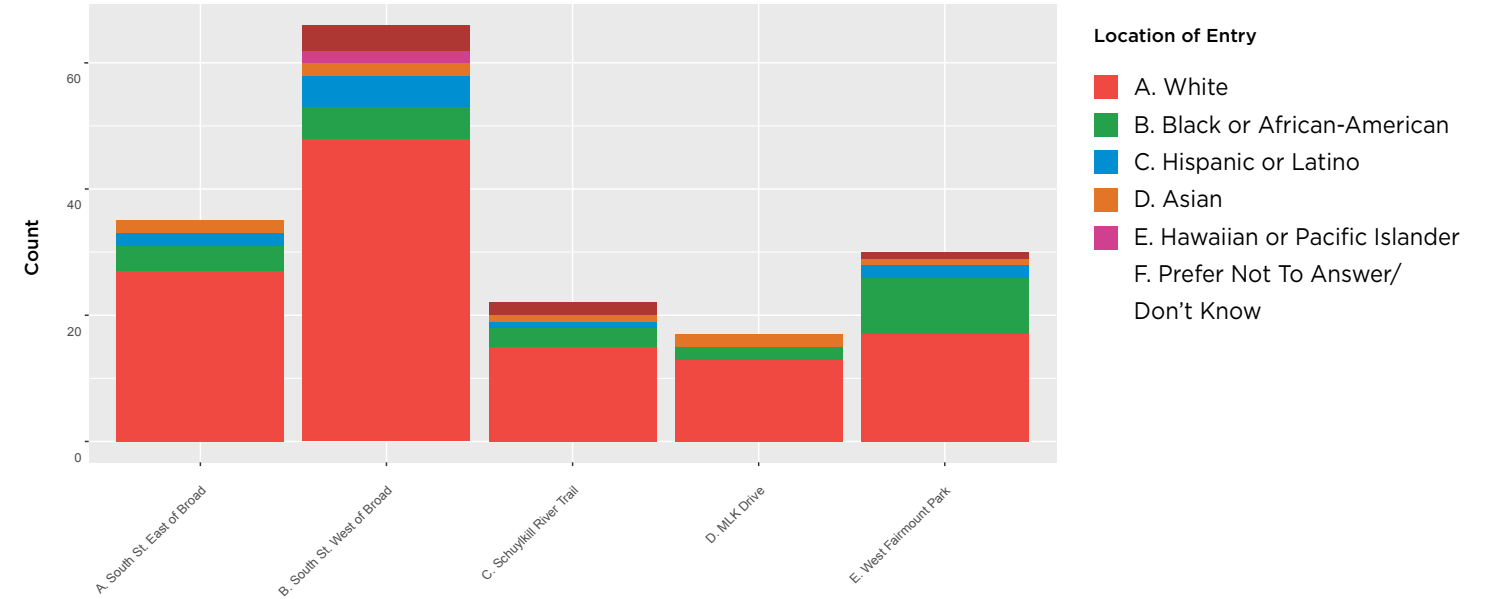


FIGURE 13. COMPARISON OF PFS DATA TO CITY AND ZIP CODE LEVEL DATA

Subjects reported being better educated and wealthier than average Philadelphia residents and average residents in zip codes along the route.

Statistic	Philadelphia	Zip Code 19146	PFS Survey Sample
% making more than \$50,000/yr	38%	57%	73%
% identifying as “white”	42%	40%	70%
% holding bachelor’s degree	25%	43%	90%

The intercept survey sample was not particularly representative of Philadelphia demographics, nor was it reflective of areas along the route.

Figure 13 shows a comparison between demographic characteristics of the City as a whole and demographics of zip code 19146 (the most strongly represented zip code in the survey sample) with the reported characteristics of those surveyed.

Zip code 19146 is selected both because of its proximity to the route and its representation in the sample, but also because it is known as one of the most desirable locations for living in the City.

FIGURE 14. RESPONDENTS REPORTED EDUCATION LEVEL

Survey subjects reported very high average levels of education.

Relative to the City as a whole, survey respondents were a very well educated group. According to the US Census Bureau, 24% of Philadelphians, 25 or older, hold a Bachelors degree.³ 90% of all those surveyed at PFS had a Bachelors degree.

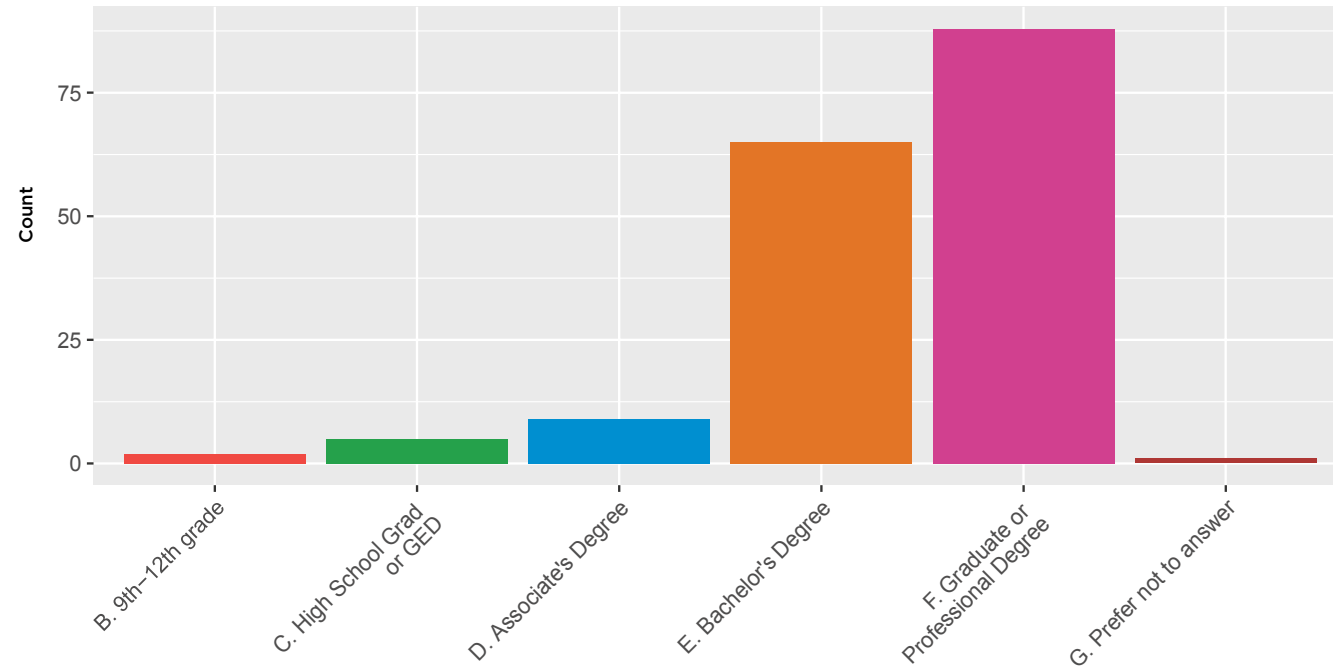
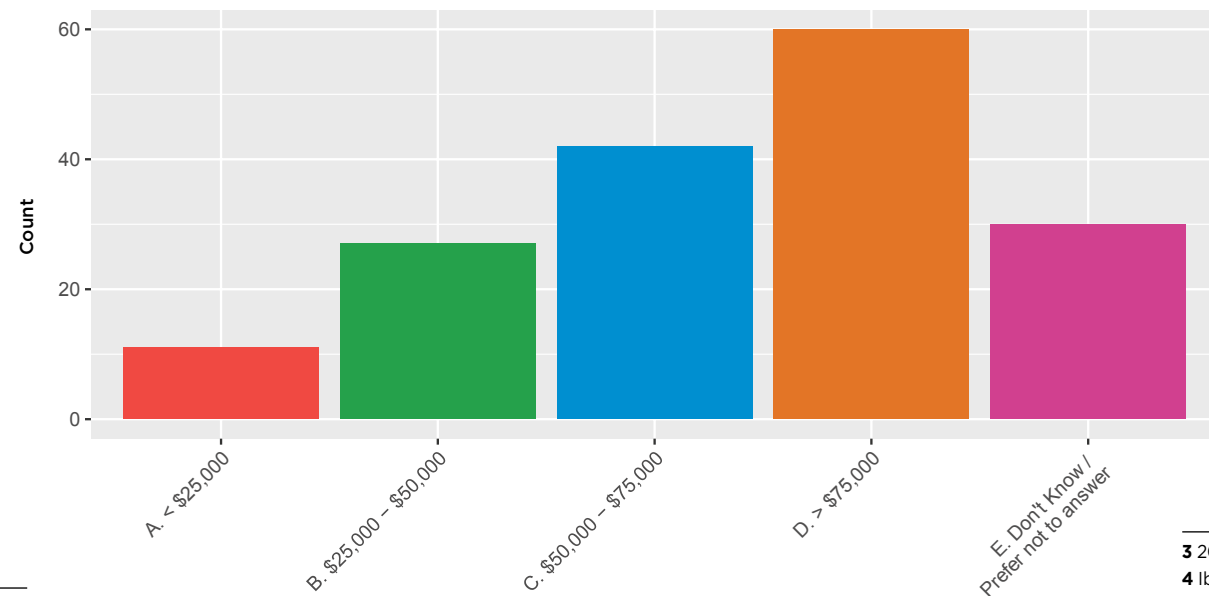


FIGURE 15. RESPONDENTS REPORTED INCOME IN 2015

Survey subjects reported very high average levels of income.

The US Census reports that in 2014, 38% of Philadelphians reported earnings of \$50,000 or more.⁴ Of the 140 PFS survey respondents willing to report their 2015 income, 73% reported earning \$50,000 or more.



³ 2014 ACS 5-year estimates.
⁴ Ibid

FIGURE 16. SUBJECT ZIP CODE OF RESIDENCE. THE FOUR MOST HIGHLY REPRESENTED ZIP CODES ARE HIGHLIGHTED.

A large number of subjects reported living near the route, but visitors came from all over.

Fifty four percent (54%) of survey subjects reported living in the ten zip codes that were within 1/4 mile of the route. Eighty percent (80%) of those surveyed reported that they resided in Philadelphia. Thirty (30) of Philadelphia's 47 zip codes were represented in the survey. 20% of subjects reported living outside Philadelphia County.

The zip codes 19146 and 19147 were the most common zip codes of origin for survey respondents (each representing 15% of total subjects), followed by 19103 and 19143. These zip codes correspond with Philadelphia neighborhoods including South Philadelphia (19146, 19147), Center City (19103) and West Philadelphia (19143).

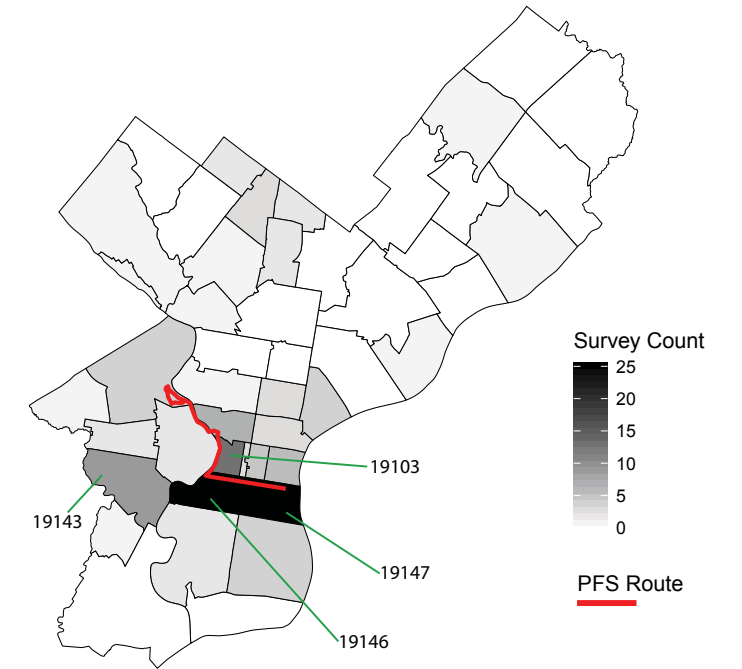
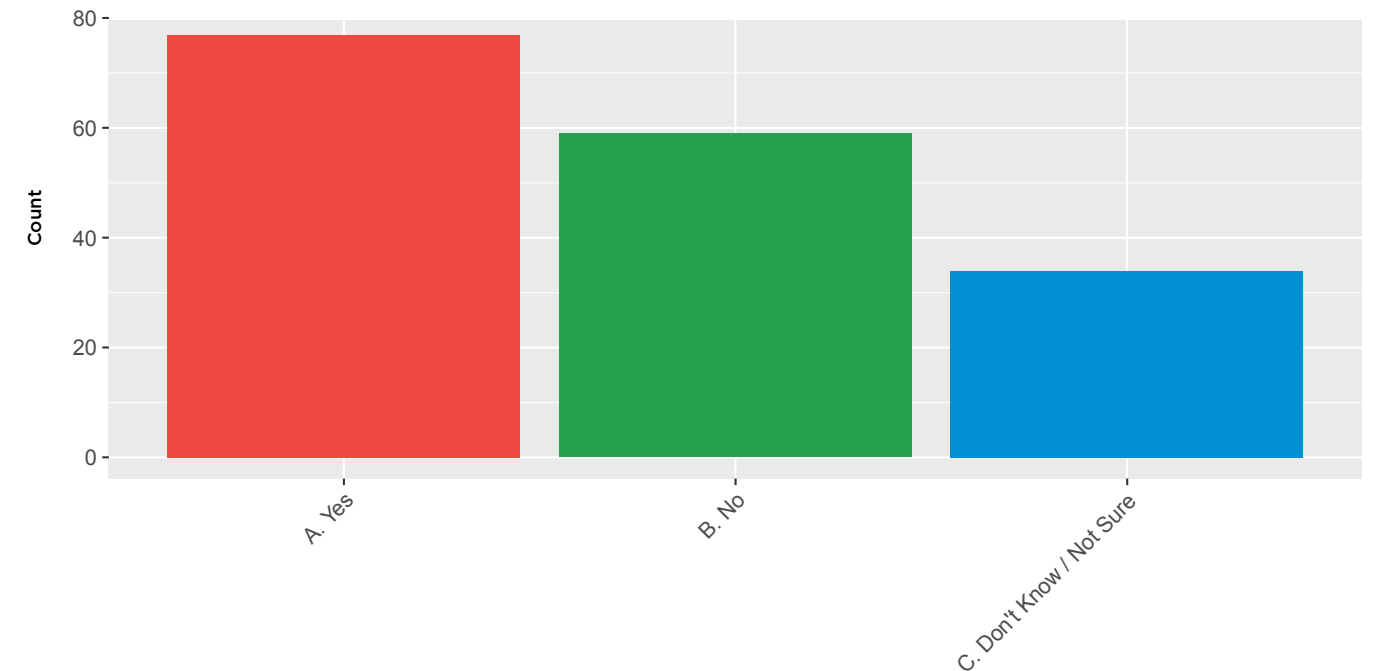


FIGURE 17. DID YOU FIND THE SIGNAGE AT PHILLY FREE STREETS HELPFUL?

Subjects were ambivalent about the quality of signage along the route.



THE EVENT WAS ASSOCIATED WITH A CONSUMER SURPLUS VALUE OF \$800,000 - \$1,066,000.

Based on the City of Philadelphia's estimation of an overall attendance of 30,000-40,000⁵ and survey responses about income and time spent at the event, gross consumer surplus valuation of the event was between \$800,000 and \$1,066,000 (\$26.66/ per person).⁶ However, the majority of those in

attendance reported that they had not made any transactions.

Sixty-seven percent (67%) of those surveyed reported having spent no money at PFS, while 13% reported spending less than \$10, and the remaining 20% saying they had spent more than \$10.

⁵ Attendance estimate is taken from a press release from the Philadelphia Mayor's Office dated October 14th, 2016 - <https://beta.phila.gov/press-releases/mayor/philly-free-streets-enjoyed-by-all/>
⁶ The actual figure is undoubtedly higher because many people said they were in the highest income bracket - making true estimates difficult. See Methodology for more details.

“ It was a real fun event that helped showcase our business corridor and my business in a whole new light...not to mention the increased sales was a definite bonus! Thank you Open Streets for making this happen. My only question is when can we do it again? ”

Matt Levinson,
owner - The Quick Fixx

BUSINESS

SURVEY

Of the 112 businesses PennPraxis identified as survey targets, 69 were open and willing to conduct a survey in the hours immediately after the PFS event.

FIGURE 18. DESIRED FREQUENCY OF PHILLY FREE STREETS EVENT AS REPORTED BY BUSINESSES

The overwhelming majority of businesses surveyed said they'd like to see another Free Streets Event.

Eighty percent (80%) of businesses surveyed reported that they would "like to see another Philly Free Streets Event" while 4% reported that they would not like to see another.

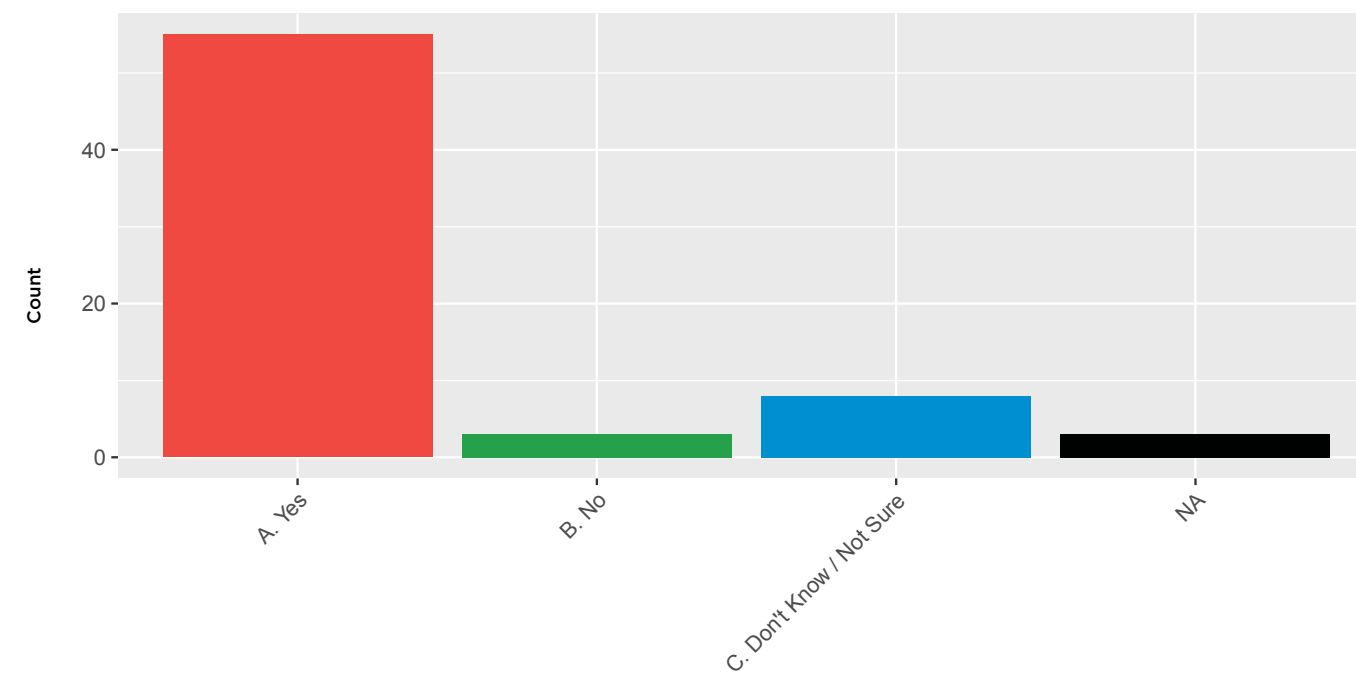


FIGURE 19. DESIRED FREQUENCY OF PHILLY FREE STREETS EVENT AS REPORTED BY BUSINESSES

Thirty-six percent (36%) said they'd like to see an event take place once per month, and 39% said that they'd like to see one every six months.

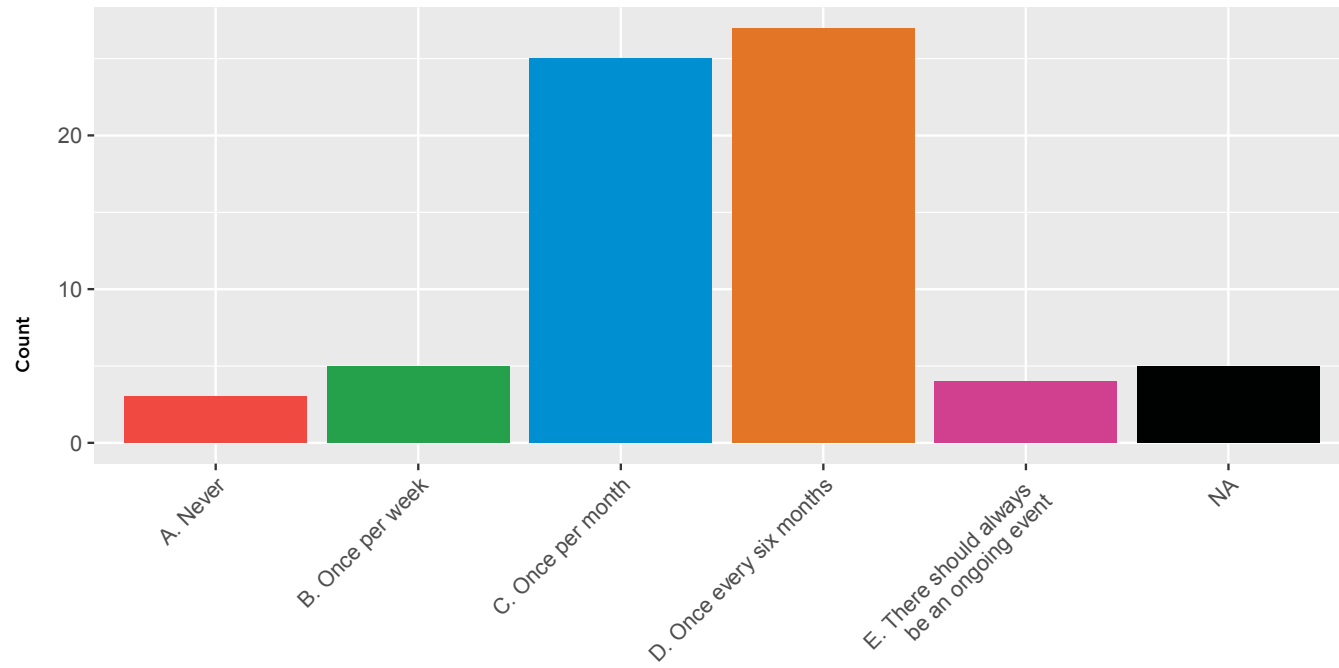


FIGURE 20. COMPARISON OF BUSINESS VOLUME DURING PFS TO VOLUME FOR AN AVERAGE SATURDAY IN SEPTEMBER

The majority of businesses reported that the PFS event was related to an increase in sales volume.

Fifty-five percent (55%) of survey subjects reported that they had more business volume during the PFS event than during an "average Saturday in September." Fifteen percent (15%) said the volume was less than that of an average Saturday in September.

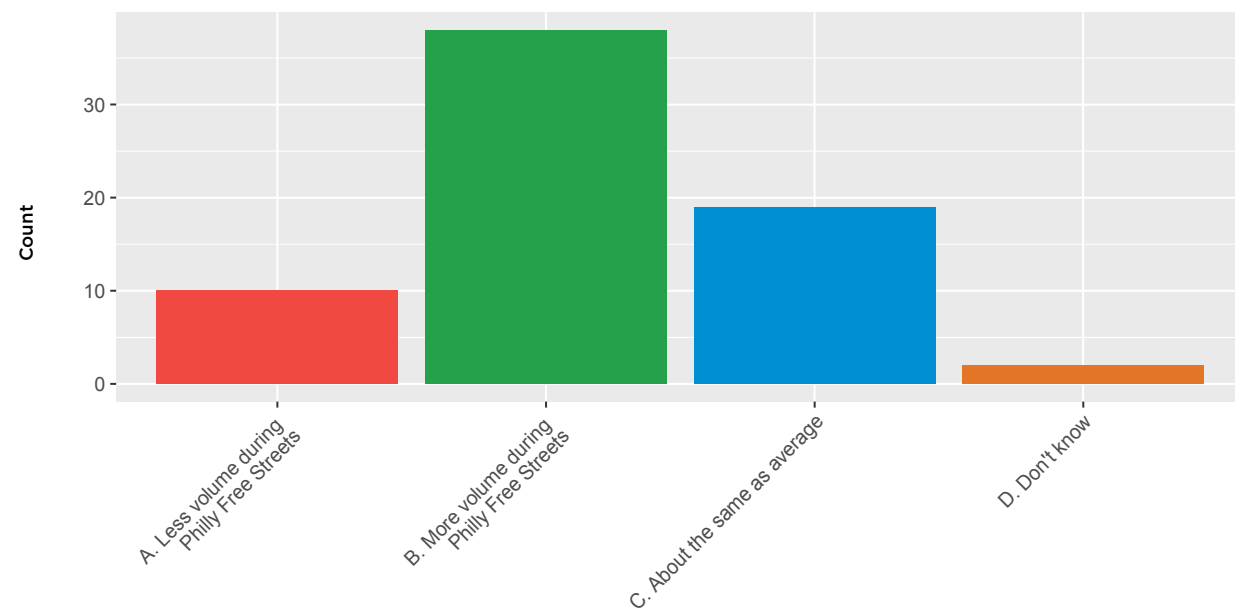


FIGURE 21. PERCENTAGE CHANGE IN TRANSACTION VOLUME DURING PFS RELATIVE TO THE SAME TIME PERIOD DURING THE PREVIOUS SATURDAY

Eighty percent (80%) of businesses reporting transactions had higher sales volume than the previous Saturday.

Twenty businesses out of sixty-nine were willing and able to report volume of transactions. 20% made more than twice their normal volume of sales, 10% made more than five times their normal volume. The mean increase in transaction volume was 157%, the median increase was 50%.

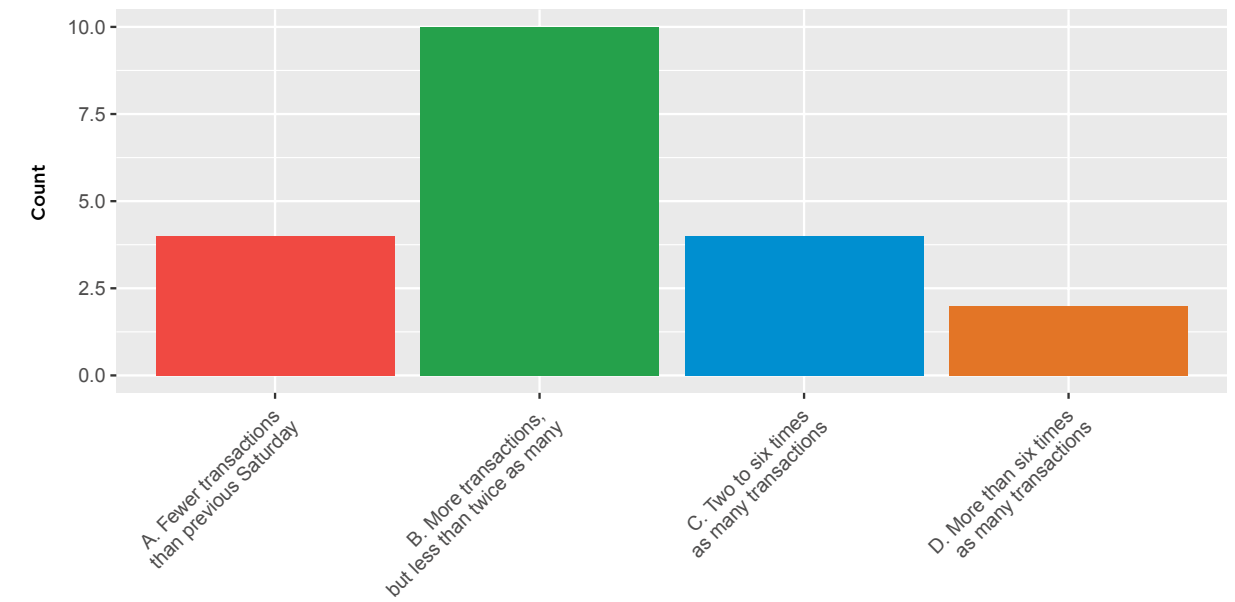


FIGURE 22. RESPONSES BY BLOCK COMPARING BUSINESS VOLUME DURING PFS TO VOLUME OF AN AVERAGE SATURDAY IN SEPTEMBER

The largest concentration of businesses reporting to have done less or the same volume during PFS was on the 200-600 blocks of South Street.

Amongst businesses reporting actual transaction volumes, there was no such geographic pattern.

There did not appear to be any relationship between the type of business (retail, food service, entertainment) and any increase or decrease in business.

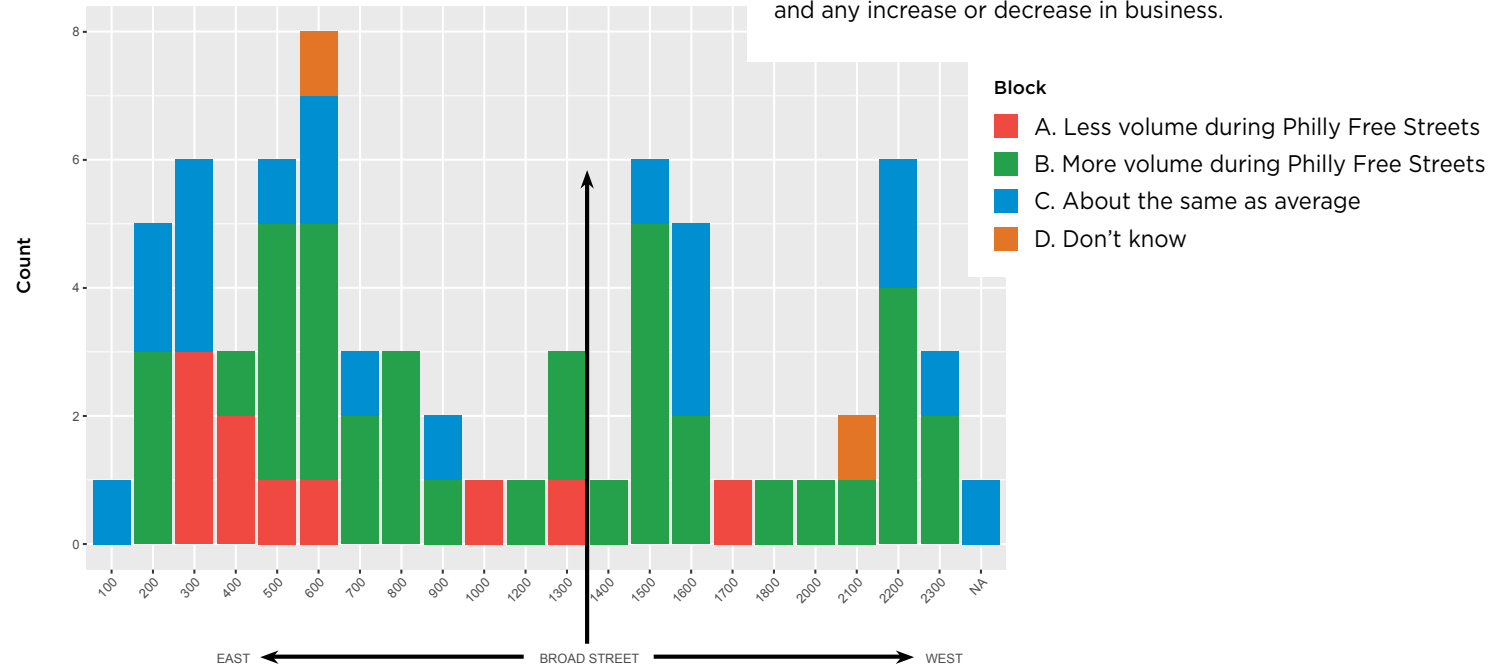


FIGURE 23. RESPONDENTS ANSWER TO HOW BUSINESSES LEARNED ABOUT PFS

The majority of businesses (70%) felt they were adequately informed about the event.

Businesses reported learning of the event in a range of different ways. Some learned about it from PFS organizers, some from their local business association, others from the City, the media or through word of mouth. Some learned about it through multiple channels.

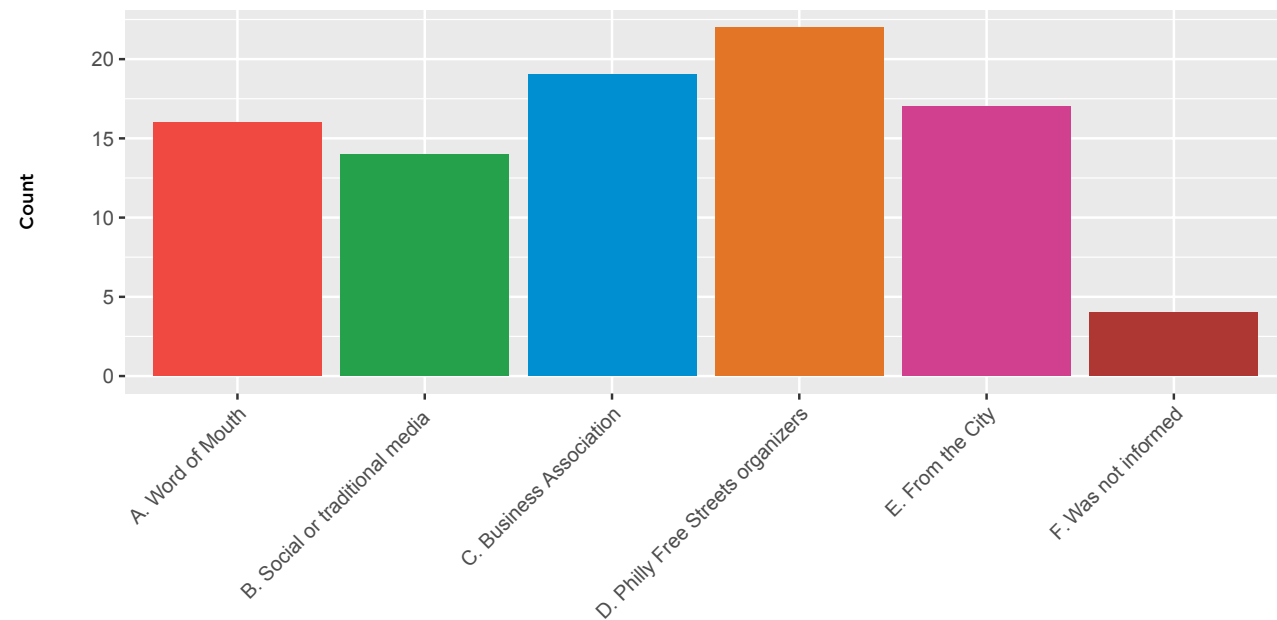
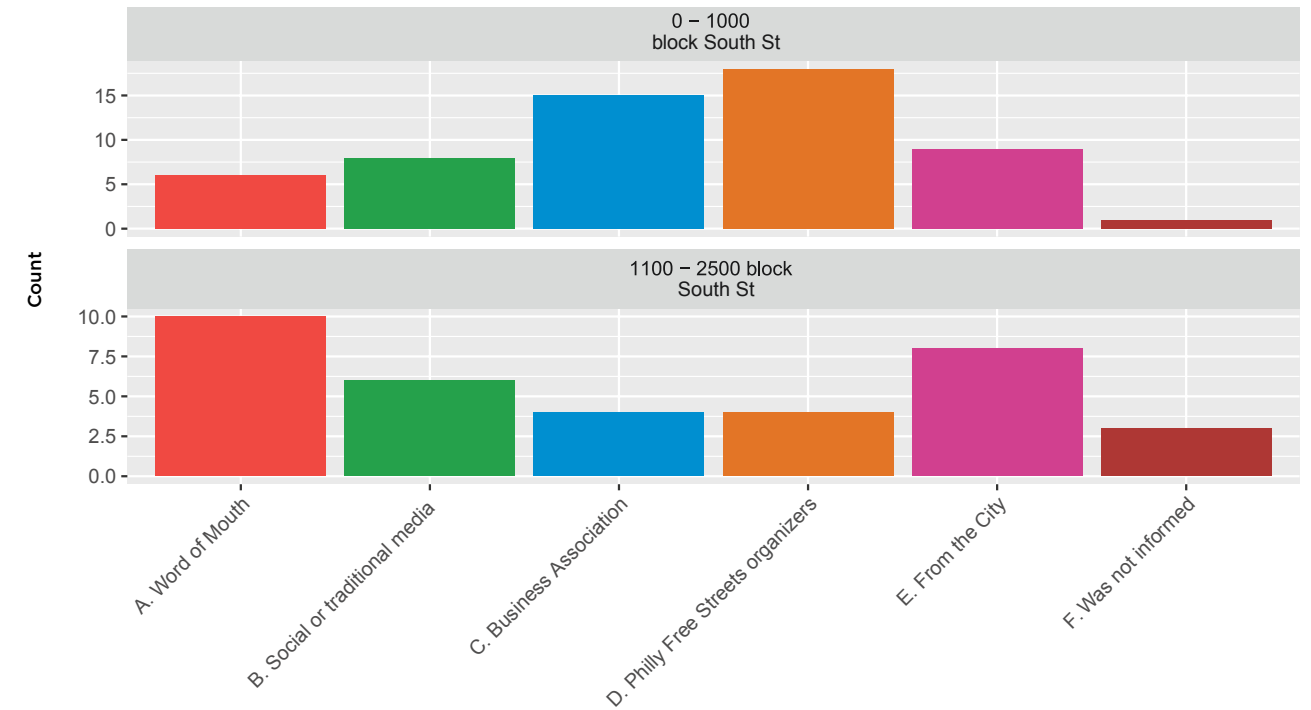


FIGURE 24. LOCATION BREAKDOWN OF HOW BUSINESSES LEARNED ABOUT PFS

Most who learned about the event from a business association were located east of the 1100 block of South Street.

This suggests that the Headhouse Square Business Association was especially effective in communicating information to their members.



THE SURVEY SUBJECTS REPRESENTED DIVERSE RETAIL BUSINESSES AND REPORTED HAVING ENOUGH ON-THE-JOB EXPERIENCE TO GIVE GOOD ASSESSMENTS OF THE RELATIVE VOLUME OF BUSINESS DURING PFS.

Of the businesses surveyed, 45 described their businesses as “food service or restaurant,” 23 as “retail” and one as “entertainment or amusement.”

The overwhelming majority of subjects (91%) reported working “most Saturdays” and thus were able to provide perspective regarding their establishment’s relative level of activity compared to a baseline.

Thirty-two percent (32%) of those who took surveys reported owning the business. On average, the employees or proprietors we spoke to reported working at the establishment for five years, with a median employment length of two years.

CHAPTER

05



RECOMMENDATIONS

Based on input, data received and calculations, PennPraxis recommends the following actions for future events, planning and programming:

01

Host an event **ONCE A MONTH**.

02

Host in a **DIFFERENT NEIGHBORHOOD** to capture greater diversity and potentially reinforce community revitalization efforts elsewhere in the City.

03

Use a combination of **SOCIAL MEDIA, WORD OF MOUTH, AND FLYERS** to advertise and promote events.

04

Choose locations that are largely concentrated around **COMMERCIAL CORRIDORS**.

05

Make sure and work with business associations to make sure businesses are engaged and given **AMPLE LEAD TIME**.

06

Work with **COMMUNITY GROUPS AND REPRESENTATIVES** to ensure residents of nearby neighborhoods are informed.

07

Partner with **NEIGHBORHOOD SCHOOLS** to encourage youth, and by association their parents, to participate in the day.

08

Consider **PARTNERSHIPS WITH SEPTA** to provide free rides to event.

09

PARTNER WITH FITNESS PROFESSIONALS on establishments to provide free wellness or exercise programming to event to attract attendees who may not already be physically active.

10

ELONGATE the hours of the event.

11

Perhaps invite businesses to host **SIDEWALK SALES OR INSTALL KIOSKS** to ensure business is maintained during event hours. They could include business from the neighborhood, not necessarily fronting on the route.

12

PARTNER WITH ORGANIZATIONS THAT PROMOTE PHYSICAL ACTIVITY AMONG YOUTH AND ADULTS IN LOWER INCOME COMMUNITIES AND MINORITIES. Promote, co-sponsor, or co-program a future event (e.g. Girls on the Run, Back on My Feet, Students Run Philly Style, Kiddical Mass, Bicycle Coalition of Greater Philadelphia, and Indego).

13

Consider **DESIGNATING SEPARATE AREAS** for walkers, runners and cyclists.

14

Design solutions to **MAKE INTERSECTIONS MORE NAVIGABLE AND SAFE** for participants (e.g. arrangement of jersey barriers).

APPENDICES

- Appendix I - Methodology
- Appendix II - Open-Ended Question Survey Responses
- Appendix III - Survey Instruments

SURVEY DEVELOPMENT

PennPraxis deployed two survey instruments at the Philly Free Streets event on September 24, 2016. One instrument was a twenty-one question intercept survey given by PennPraxis staff to individuals observed within the Philly Free Streets traffic-free zone from 8:00 AM until 12:00 PM. The second instrument was a sixteen question survey given to businesses along South Street in the hours following the conclusion of the Free Streets event.

PennPraxis designed the intercept survey instrument to ascertain the following information:

1. The level and nature of public support for Philly Free Streets
2. The socio-economic characteristics of those who attended
3. The nature of activities in which subjects participated and how/where they travelled
4. The level of success of public information campaigns undertaken prior to the event
5. Consumer surplus value placed on the event by attendees
6. General feedback regarding the event's nature and function

The business survey was designed to gather the following information:

1. The level and nature of business support along South Street for Philly Free Streets
2. The volume of business transacted during Philly Free Streets relative to normal
3. The level of success of outreach campaigns undertaken prior to the event
4. General feedback regarding the event's nature and function

The survey instruments were developed after interviews with Open Streets PHL and oTIS personnel and consultation with Erick Guerra, a PennDesign professor who studies transportation and specializes in survey research. PennPraxis also examined similar surveys conducted at equivalent events in San Diego, St. Louis, New Brunswick, NJ and Fort Collins, CO. Following the development of draft survey instruments, PennPraxis discussed questions with business owners nearby the university to determine how much information regarding sales volume could reasonably be gathered from employees expected to be on duty.

SURVEY DEPLOYMENT

Surveys were administered by PennPraxis employees using the tablet-based HarvestYourData platform. This platform allowed PennPraxis to swiftly process data using a cloud-based system. Pen-and-paper surveys were administered as a back-up when tablets were unavailable for use. Pen-and-paper surveys were coded post-factum using the iPads and timestamped with the original survey time.

Eight surveyors were deployed to the event site from 8:00 AM to 12:00 PM during PFS. PennPraxis divided the PFS site into five sectors. Teams of two surveyors were deployed to sectors A, B and E while only one was deployed to sector C and one to sector D. Surveyors conducted interviews with subjects in person by reading them questions and inputting answers.

PennPraxis identified 112 businesses along South Street as potential targets for post-event surveying. Praxis' surveyors were each assigned a portion of the South Street corridor. To minimize bias which might have been introduced by the paths surveyors would be inclined to take along the route, the businesses were ranked in a randomized priority order. Each surveyor received a list of businesses in his sector, with each business having been assigned a priority group "A" or "B" according to its ranking. "A" businesses were visited first, and when these were exhausted, "B" businesses were visited.

At each establishment, surveyors asked to speak with senior personnel on duty that morning, or failing that, they asked to speak with people familiar with the establishment's revenue and record keeping systems.

DATA PROCESSING

Bulk data sets were downloaded directly from HarvestYourData in SPSS file formats and manipulated using the statistical software language R. Data visualizations and mapping were done using the ggplot2 (Grammar of Graphics) package in R. PennPraxis anonymized business data by aggregating responses to the block level. After anonymization, the data was conveyed to the City of Philadelphia as per agreement between oTIS and OpenStreets PHL.

Consumer surplus (the economic value placed on the event by those in attendance) was calculated in a conservative fashion. Each subject was asked to identify their income as being in one of four income brackets. The subject also reported how much time they expected to spend at the event. The bottom of each income bracket was used as an estimate of subjects' yearly income to generate a rough calculation of subjects' hourly wage. Their time was valued at half the rate of this wage.

PART 01: INTERCEPT SURVEY

Do you have any general comments? Comments have been edited for clarity. **Green numbers = number of responses.**

IMPRESSIONS

- Wonderful/Great/Awesome/Fantastic Event. 48
- Do it again. 8
- Well-organized 2
- Police presence makes a difference. 1
- Great way to be a part of the city. 1
- Attended the event and then came back. 1
- Planning to bring kids/great event for kids. 3
- Innovative City 1
- Thanks to organizers 3
- Improves health, makes Philadelphia healthier. 2
- Liked Map 1

ADVICE FOR NEXT TIME

- More activities/events along the route 2
- Event should be longer. 2
- Need better signage 2
 - "need better signs to direct people from South Bridge to river trail"
 - "signs at the top of SRT could be better"
- Clarify open streets/open crossings 1
- Barriers 4
 - "Use of vehicles as barriers isn't necessary, disruptive"
 - "blockages are inconvenient at broad"
 - "The barriers on south street are dangerous"

ADVICE FOR NEXT TIME

- Traffic Flow 8
 - "Street crossing with traffic needs more directions to increase visibility with oncoming free streets traffic. Avoid collisions, etc."
 - "Need to delineate bike areas! Impossible to bike."
 - "Streets don't include bike paths"
 - "better control of direction on South"
 - "the garbage trucks at broad really screw up the flow"
 - "South street crowded at noon. May need lanes to separate pedestrians from wheeled. Seems a high risk of running into someone causing injury."
 - "Maybe asking walkers to stay more to the side and bikers and runners in the middle. I know how much work was involved and to close iconic an iconic streets as a great first step."
 - "Block of streets may be better for less frustrating to cars. cyclists are kind of annoying today"
- More Streets. 6
 - "More streets so no bottlenecks - maybe too many people for one street"
 - "More open streets like popedelphia"
 - "More streets at least make a loop- connect it with trails so you have a loop, northbound street like Fairmount - was excited about the day but wanted/expected a loop"
 - "hope we could see it in other neighborhoods"

ADVICE FOR NEXT TIME

- Parking Issues2
 - “Parking is difficult/pain, need to post more than a few days in advance, should allow parking on the street for those to leave it- need to be a middle ground”
 - “No parking signs need name of event. And put signs up at least 24 hours before- older disabled residents didn’t know enough in advance and were towed. Residents were afraid about this event because they didn’t know what it was, only saw parking ban. Allow selectively other tables.”
- Other Comments
 - “better than expected, the event doesn’t have to be more than this, this is awesome; warms my heart to see all people; fitness theme is great, different for Philly”
 - “businesses can do more to show me what they do - liked the political activism of the event, voter registration, that it’s not just about shopping - I learned about businesses I hadn’t visited before”
 - “Would like to see less advertisements for for-profit businesses not in open streets area, particularly giant ads attached to bikes.”
 - “good to see that it bridges different neighborhoods in the same way that the reading terminal market does”

ADDITIONAL EVENT IDEAS

- Should do something similar with a Christmas event/ bazaar 2

PART 02: BUSINESS SURVEY

What about the Philly Free Streets event did not work well? Comments have been edited for clarity.

(#) = NUMBER OF RESPONSES

TRAFFIC FLOW/CROSS STREETS (6)

- “did not know what cross streets were open to drive to the shop to get to work”
- “bikers with pedestrians - would have been nice to have separate lanes”
- “separate bike and cars”
- “some bicycle and pedestrian conflict”
- “Some cyclists took risk with too many kids around”

PARKING (8)

- “parking was a challenge”
- “The parking”
- “I can’t deliver which is a big part of the business”
- “There was no parking available for our delivery service to pick up.”
- “hard for delivery drivers loading for catering”
- “Don’t know, poor parking”
- “Employee parking”
- “Also, provide parking for business owners and staff.”

ACCESS (3)

- “People that aren’t here for free streets but would be here had a hard time with it. Not getting regular customers. But brings in new people”
- “More seating in front of businesses”
- “Tables blocking business”

MORE ACTIVITIES (1)

NOTHING (7)

MAKE IT LONGER (4)

- “Too short. Make it all day/night event.”
- “would have worked better in the afternoon”

KNOWLEDGE (3)

- “boss not informed well enough”
- “not knowing, would have had more staff”
- “would have liked more notice so we could have opened early”

GENERAL COMMENTS

- “Our clientele and merchandise are suited for these types of events. But, we do agree with need for them.”
- “negative impact on number of customers”
- “not enough buyer incentives”
- “Someone broke our black board sign”
- “extremely loud person directing traffic”

What about the Philly Free Streets worked well? Comments have been edited for clarity.

INCREASED TRAFFIC/INCREASED CASUAL TRAFFIC (17)

MORE FAMILIES (4)

PEOPLE ENJOYED THEMSELVES (2)

NOTHING WORKED WELL (2)

MANAGEMENT AND CLEAN UP (4)

GREAT EVENT (2)

GENERAL COMMENTS

- “Opened early and offered new breakfast items for event”
- “helped people learn about the place and attract future clientele”
- “Exposure for business”
- “having the street block off more people and more business”
- “informing the business owners. able to prepare”
- “Warned employees for busy day”
- “Advertisement”
- “Lots of outside tables filled up”

Do you have any general comments?

DO IT AGAIN (3)

LIKED IT (2)

GOOD ENERGY, GOOD TURNOUT (4)

BUSINESS INCREASED (13)

- “Worked great for us, it boosted sales a lot”
- “Worked well- manager too busy to take the survey. Would recommend having the event again.”
- “About double the business”
- “More foot traffic but can’t say how much more business”
- “About 50 percent more business, but would have had more if it had been in the PM because nature of food they sell (frozen yogurt)”
- “usually \$300 we got, \$700. wish it was longer.”
- “Made average daily quota by 1 pm”
- “Sales increased about 10% more than typical Saturday”
- “Doubled transactions, greatly profited”
- “noticeable first timers, 53 more guests, 9% increase”
- “made more money from 9 to 1 than Friday total”
- “so far so good but not for all day”
- “Less visitors stopped in the center, many people came by asking for flyers and it was a successful advertising event because of that, but few people actually came inside. Many passing by.”

BUSINESS SUFFERED (3)

- “Didn’t help business. Don’t want to answer questions.”
- “I don’t like not being able to deliver and lose business”
- “Food festival increased business, this did not”

PROMOTION (2)

- “turn out wasn’t significant - more promotion needed”
- “Market and promote more.”

GENERAL COMMENTS

- “Didn’t think it would work as well as it did”
- “he supports the movement, off the main south street drag so not affected as much, more business out reach”
- “bringing park to the people, allows for discovery, good scale, increased foot traffic, people didn’t have to worry about finding parking, themed, once a season, brings communities and families together, makes community stronger, advertised more, safety is key for it to be successful. great job! thanks to city admin”
- “the city picked up trash!”
- “share impact between neighborhoods”
- “could have been longer”

PARTICIPANT INTERCEPT SURVEY

2016 Philly Free Streets PHL Intercept Survey

- How did you learn about Philly Free Streets?
 - Social Media (Facebook, Twitter etc.,)
 - Radio
 - Arrived by chance
 - Word of Mouth
 - TV
 - Other: _____
 - Flyer/Poster
 - Email
- How did you travel to Philly Free Streets (*what was your primary mode of transportation?*)
 - Bike
 - On foot (walk or jog)
 - Other: _____
 - Car or motorcycle
 - Public Transit (bus, trolley, subway, rail)
- What activities are you planning to participate in at Philly Free Streets? (choose all that apply)
 - Bicycling
 - Sports
 - Enjoying Art or Music
 - Shopping
 - Walking
 - Socializing or Lounging
 - Children's Activities
 - Other: _____
 - Jogging
 - Eating and Drinking
 - Educational Activities
- How long do you plan to spend at Philly Free Streets?
 - 0-15 minutes
 - More than 1 hour
 - 16-30 minutes
 - Don't Know
 - 30 minutes - 1 hour
- Where did you enter the car-free zone? (*If necessary, refer subject to key map*)
 - South St east of Broad (A)
 - MLK Drive (D)
 - South St west of Broad (B)
 - West Fairmount Park (E)
 - Schuylkill River Trail (C)
- How much money have you spent at Philly Free Streets?
 - None
 - Less than \$10
 - More than \$10
- Did you find the signage at Philly Free Streets helpful?
 - Yes
 - No
 - Don't Know / Not Sure
- Do you like the Philly Free Streets event?
 - Yes
 - No
 - Don't Know / Not Sure
- How likely would you be to attend another Philly Free Streets event?
 - Unlikely
 - Likely
 - Very Likely
 - Don't know
- How frequently would you like to see Philly Free Streets events take place?
 - Never
 - Once per month
 - Once per year
 - Once per week
 - Once every six months
 - There should always be an ongoing event
- Does the Philly Free Streets event change your feelings about Philadelphia?
 - Yes, positively
 - Yes, negatively
 - No change
- In what zip code do you live? _____
- Would you like to see a Free Streets event in your neighborhood?
 - Yes
 - No
 - Don't Know / Not Sure
- What is your age?
 - Under 18
 - 18 - 34
 - 35 - 49
 - 50 - 65
 - 65 +
- Are you here with any children under the age of 12?
 - Yes
 - No
- Not including today's activities, on how many of the last 7 days did you walk or do other moderate/vigorous physical activities such as jogging, biking, or anything that increases your heart rate?
 - One
 - Two
 - Three
 - Four
 - Five
 - Six
 - Seven

17. Which of the following would you use to describe your race or ethnic background (choose as many as apply)?

- White
- Black or African American
- Hispanic or Latino
- Asian
- American Indian or Alaskan Native
- Hawaiian or Pacific Islander
- Other
- Prefer not to answer/ Don't know

18. What is the highest degree or level of education you have completed?

- < than 9th grade
- High school Graduate or GED
- Bachelor's Degree
- Prefer not to answer
- 9th-12th grade
- Associate's Degree
- Graduate or Professional Degree

19. What was your income in 2015?

- Less than \$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- More than \$75,000
- Don't Know / Prefer not to answer

20. Please identify your gender.

- Male
- Female
- Other: _____
- Prefer not to answer

21. Do you have any general comments?

(Interviewer Only) Indicate Survey Location

- South St east of Broad (A)
- South St west of Broad (B)
- Schuylkill River Trail (C)
- MLK Drive (D)
- West Fairmount Park (E)

Date: _____
 Time: _____
 Interviewer: _____

BUSINESS SURVEY

2016 Philly Free Streets PHL Business Survey

Date: _____ Interviewer Name: _____
 Time: _____ Location: _____

- Name of Business: _____
- Address (E.G. 123 S. 17th): _____
- Which of the following best describes your business?
 - Food service or Restaurant
 - Entertainment or Amusement
 - Other: _____
 - Retail
 - Hospitality
 - Services
 - Prefer not to answer
- How did you learn Philly Free Streets was taking place?
 - Word of Mouth
 - Philly Free Streets organizers
 - Other: _____
 - Social or traditional media
 - From the City
 - Business Association
 - Was not informed
- Do you feel you were adequately informed about the Philly Free Streets event?
 - Yes
 - No
 - Don't Know / Not Sure
- Would you like to see another Philly Free Streets event?
 - Yes
 - No
 - Don't Know / Not Sure
- How frequently would you like to see Philly Free Streets events take place?
 - Never
 - Once every six months or more
 - Once per week
 - There should always be an ongoing event
 - Once per month
- Are you the owner of this business?
 - Yes
 - No
- Do you work most Saturdays?
 - Yes
 - No
- How many years have you been employed here? _____
- How would you compare the volume of business during the Philly Free Streets event to the volume for an average Saturday in September?
 - Less volume during Philly Free Streets
 - About the same as average
 - More volume during Philly Free Streets
 - Don't know
- How many transactions did your business have last Saturday during the hours 9AM-1PM (if known)? _____

13. How many transactions did your business have this Saturday (during Philly Free Streets) during the hours 9AM-1PM (if known)? _____

14. What about the Philly Free Streets event did not work well? _____

15. What about the Philly Free Streets event worked well? _____

16. Do you have any general comments? _____



DESIGNED BY:

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