Report on Pre-Construction Usage at Lovett Memorial Library & Park

Prepared by: PennPraxis for The Fairmount Park Conservancy

March 2017

PennPraxis

I. PROJECT INTRODUCTION

The Fairmount Park Conservancy (FPC) retained PennPraxis to assist in the design and implementation of data collection and baseline monitoring of current public usage patterns at four Philadelphia parks due to undergo renovation or expansion. This series of renovations and expansions is related to the Reimagining the Civic Commons Initiative (RCC). In order to document the impacts of the Initiative, PennPraxis designed surveys and monitoring protocols that could both measure current conditions and be implemented again in the future to compare pre-project and post-project public usage. This comparison will allow FPC to identify changes in use, behavior, and opinions associated with the Civic Commons interventions. This documentation initiative is supported by the Knight Foundation and William Penn Foundation. This work ran from mid-July and continued through September.

This document contains the results of PennPraxis' research and surveying related to the Lovett Memorial Library and Park (Lovett). Herein are also presented the tools developed for use in this research, and the details related to their development. This document also makes recommendations for additional or more detailed research.

PennPraxis conducted preliminary research to discern the priority questions/hypotheses. PennPraxis then determined what activities were important to measure and what was reasonably measurable given time and resources. Subsequently, several survey instruments were developed. These tools took the form of in-person questionnaires and a protocol for mapping behavior in public spaces. The survey questionnaire was designed to be compatible with research conducted by Pennsylvania State University on behalf of FPC on the fifth Civic Commons site in West Fairmount Park—Centennial Commons. These surveys were also tailored to collect some information specific and appropriate to the individual parks.

PennPraxis' survey instruments are designed to test the following hypotheses:

> Hypothesis 1. *The Civic Commons interventions will be associated with an increase in use of civic assets.*
>
> Hypothesis 2. *Interventions will be associated with increased diversification of park usership and broader socio-economic integration and distribution of the benefits of park use.*

These are "alternative hypotheses" to be tested against the "null hypotheses" that there is no change in activity, benefit or distribution of benefit associated with the interventions.

The data collected using the instruments developed by PennPraxis should adequately provide a description of changes associated with the development of the Civic Commons projects. PennPraxis determined that the resources are not available to conduct a survey of the scope necessary to assign causality to the relationship between the Civic Commons interventions and changes in usership or behavior at or around the sites.

BASELINE SURVEY RESULTS: *SELECTED FINDINGS*

- The park is well regarded but has very little present usership, averaging less than 5 users per hour (library currently under renovation)

- Survey subjects* expressed generally positive feelings regarding the facilities and placed a high value on the physical and emotional effects of park usership. Such sentiments were not noticeably different amongst demographic categories.

- Lovett users were a racially and economically diverse group, but they hailed almost exclusively from the immediate area.

- Frequency of library usage varied among park users

Note: Lovett surveys were conducted also in adjacent activity areas such as the Mt. Airy Playground and Acme supermarket (both across the street) because park usership was so low that additional subjects had to be supplemented from nearby locations.
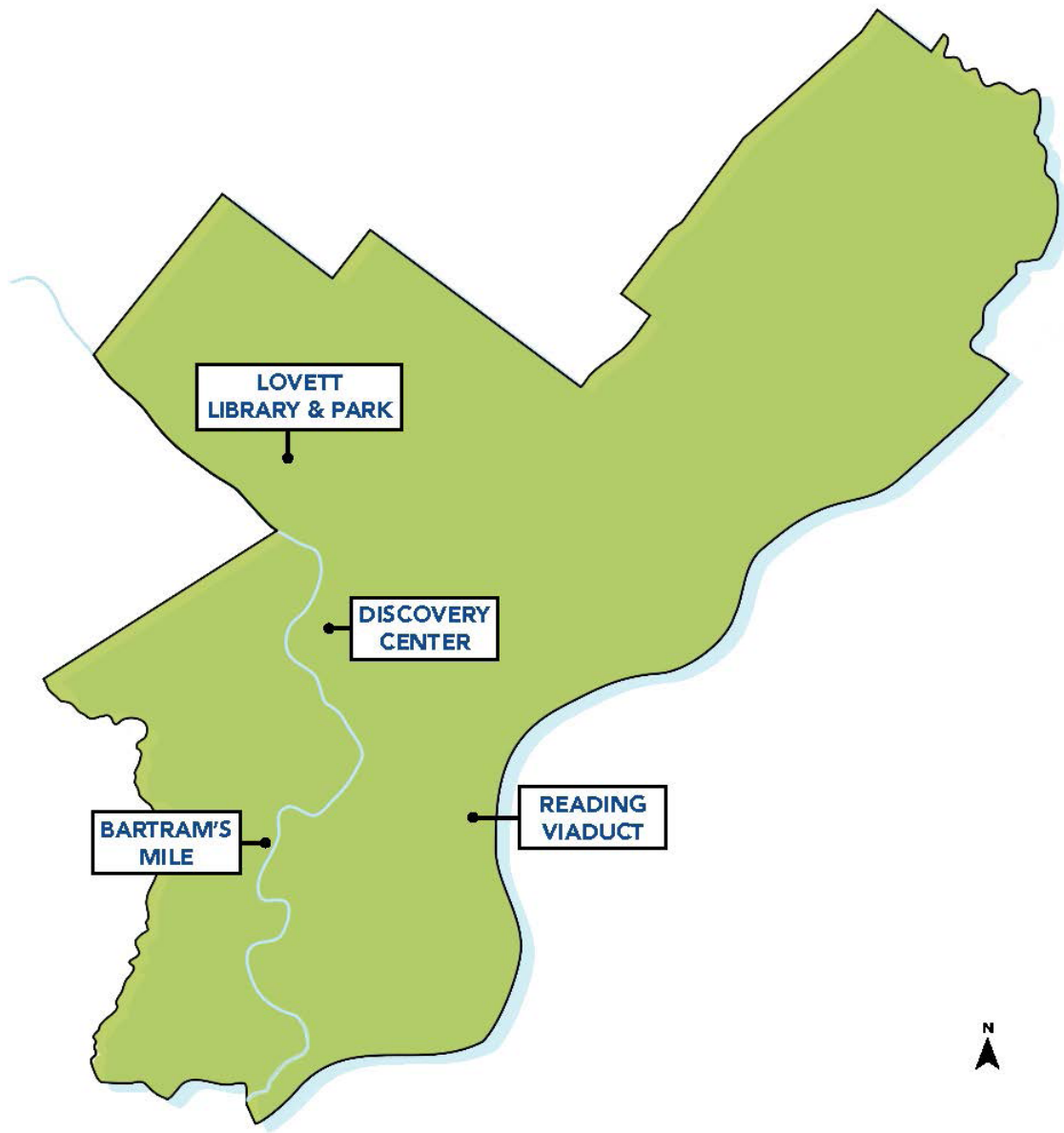
II. STUDY SITES

Figure 1. Four Civic Commons sites in Philadelphia studied by PennPraxis

This first phase of the RCC data collection took place at the Lovett Memorial Library and Park (Lovett) and Bartram's Mile (Bartram's) sites (Figure 1). These two sites are quite different in many respects. PennPraxis considered each site's idiosyncrasies in order to develop specialized measurement instruments for each site, in addition to generalizable tools.

The Lovett site includes the Lovett Memorial Library and a small adjoining park (Figure 2). The site, located in the Mt. Airy neighborhood, is approximately 0.92 acres in size (Philadelphia Office of Property Assessment, 2016). The Free Library of Philadelphia and the local community development corporation, Mt. Airy USA, are realizing a long-term vision to convert the library and adjoining space into a new community center through the RCC initiative. The open space is currently a grassy lot used for passive and light active recreation. Several community events and informal gatherings take place at the site on an infrequent basis. The park sits along the busy and well-known Germantown Avenue commercial corridor at the intersection with Sedgewick Street. The Mt. Airy Playground, a well-used park which features sports fields and a recreational facility, is located directly north of the site. An Acme supermarket is located on the opposite corner of the intersection from the site, and a senior community are located across Germantown Avenue. Bus stops for the busy 23 SEPTA line are located directly in front of the library and across the street in front of the Acme. The library closed for renovation beginning in the spring of 2016, prior to the study period. The park remained open.

Figure 2. Map of Lovett Memorial Library & Park

III. METHODOLOGY

Preliminary Research

Prior to creating surveying instruments and methods, PennPraxis surveyed existing research, conducted site visits and administered a series of interviews in order to determine how best practices in survey delivery and site observation could be applied.

PennPraxis decided to deploy two types of survey instruments – an in-person intercept survey and a "participant observation" (PO) behavioral survey. The intercept survey is designed to determine the demographic profile of park users, elucidate information about park usage and relate this information to various visitor attitudes and opinions. The PO surveys are designed to measure the intensity, nature and pattern of usage at each site in space and time. Ultimately, this information can be related to programming and design interventions which are designed to understand the way in which the space is used, leading to potential programming interventions. Each survey type is addressed separately in this section.

Participant Observation Survey Instrument

The (PO) survey instrument was designed to test Hypothesis 1 and discern whether the interventions will be associated with increased usage at the sites. Furthermore, the PO instrument will allow one to determine whether the type, diversity and spatial arrangement of usage changes in association with the intervention. This additional information can be related to some elements of Hypothesis 2: different types of park usage behavior are associated with different types of user benefits and different user groups.

Description

The PO instrument is a detailed map of the study site upon which a researcher logs observations of park users using a set of coded keys which indicate the type of behavior a subject is exhibiting and basic demographic information about them. For a half-hour period, an observer logs each individual subject they observe once during a circuit of a site. The subject is coded on the map as being male, female or child. The subject is also coded as exhibiting one of sixteen behaviors—a list which includes Standing, Sitting, Bicycling, Using Electronic Device, Reading, Drinking/Eating, Observing Nature and more.

These observations can then be associated with the time-of-day, temperature, weather and weekday. They can be mapped and spatial-temporal patterns can be detected.

The PO survey instrument is included in Appendix I.

Development

PennPraxis' development of this instrument was inspired by the rich tradition of observational research by design scholars in public spaces. The modern successor to the work of William H. Whyte and Jane Jacobs is the Danish architect Jan Gehl. Gehl's work (and the work of his Gehl Institute) inspired the creation of the PO survey. The Gehl "toolkit" (Gehl Studio San Francisco, 2015) for assessing diversity and vibrancy in public space includes methodology for logging the location, time, nature and circumstance of an individual's behavior in the space.

PennDesign Associate Professor of City and Regional Planning Stefan Al and Ph.D. student Jae-Min Lee lent their expertise in the creation of the PO survey instrument. Mr. Lee created an extremely

detailed mapping and coding methodology for the purpose of his doctoral research and permitted PennPraxis to adapt his tools for use in this study. By combining the types of behaviors and information used for Mr. Lee's maps with observed types of behaviors gathered during site visits, PennPraxis researchers developed the final instrument. Dr. Al provided general guidance and direction for the development of the instrument.

Deployment
PennPraxis observers deployed PO survey instruments during the hours of 7:30-9:30AM (morning), 11:30AM-1:30PM (mid-day) and 4:30-6:30PM (late afternoon/evening), recording each of these time periods on seven separate occasions. These seven occasions consisted of three weekend or holiday observations and four weekday observations for each time period). Each two-hour time period was further subdivided into four half-hour observation periods. Sampling took place during June and July, 2016.

For each thirty-minute observation window, the observer would survey the entire site by foot or bicycle, recording each person's behavior the first time that person was encountered by the observer. Regardless of that individual's movement about the site or potentially changing behavior, they were not logged again during that period. The observer recorded whether that person was a male, female or child. The observer also recorded the weather, temperature and date of the observation. These observations were recorded using paper and pen.

Data Processing and Analysis
The data were converted into a digital format by manual entry using the open-source geocoding website geojson.io. Geojson.io is a site which allows one to manually draw points on a map and assign them attributes in a table. The data can then be exported as comma-separated values data (CSV) where each datum is joined with the latitude and longitude of the associated point or as a geodatabase (shp or geojson). A sample of the data can be seen in Figure 3. PennPraxis designed a protocol for coding data using geojson.io which will be available for use by the client and partners.

Male	Female	Child	Day	Month	Year	Hour	Min.	Weekday	Code	Activity	Temp.	Longitude	Latitude
0	1	0	4	6	2016	13	30	Saturday	T	Sitting	83	-75.188	40.0568
1	0	0	4	6	2016	13	30	Saturday	S	Standing	83	-75.187	40.0568
1	0	0	4	6	2016	13	30	Saturday	O	Sports	83	-75.188	40.0571
1	0	0	4	6	2016	13	30	Saturday	O	Sports	83	-75.188	40.0571
1	0	0	4	6	2016	13	30	Saturday	O	Sports	83	-75.188	40.0571

Figure 3. Sample of Raw Data

Subsequent to coding the data, all of the individual observation data sets were coalesced into a master dataset, which was then cleaned and manipulated using the statistical software language "R." The data can also be manipulated in this fashion using Microsoft Excel but such manipulation cannot be automated. The ggplot package (Grammar of Graphics) in R allows for highly customizable informational graphics. PennPraxis's R programs will be available for use by the client and partners.

The coalesced data sets, consisting of all observations at each site, were then mapped and analyzed using ArcGIS to determine the density of use and the spatial patterns of usage.

Intercept Survey Instrument

PennPraxis developed an intercept survey instrument in order to test Hypothesis 2 and explore whether future interventions will be associated with increased diversification of park usership and broader socio-economic integration and distribution of the benefits of park use. To test this hypothesis, these surveys were designed to document the socio-economic and locational characteristics of park users and associate that information with their level of park usage and stated attitudes about ownership, safety and attachment related to the park. These surveys also represented an opportunity for PennPraxis to collect additional information on behalf of various stakeholders and solicit feedback about park quality.

Description

The intercept survey instrument consists of thirty-four questions which were administered in person to visitors of each park in the study, and a varying number of questions which were park-specific. These questions are divided into the following categories: General Usage, Quality, Experiences, Community, Personal Ownership and Demographics. The question formats vary. Surveys took between five and ten minutes to complete. The survey instrument is included in Appendix II.

The surveys were administered using pen-and-paper and also using iPads running the iSurvey application. The iSurvey application is a product of Harvest Your Data, which provides a back-end data visualization suite and data collection apparatus on a subscription basis.

PennPraxis designed the survey to be generally compatible with a survey administered at the "Centennial Commons" site in West Fairmount Park by a team of researchers from the Pennsylvania State University (PSU) in 2015. This team was led by Principal Investigator Andrew Mowen. This compatibility will allow for a widened analysis which can compare parks to one another (cross-sectional analysis) and compare individual parks or aggregated data over time (longitudinal analysis). This desire for compatibility is reflected in both the form and content of the questionnaire but also in the use of iSurvey and Harvest Your Data, which were both employed by PSU. It is notable that the types of activities which PennPraxis asked respondents to report are different from those measured during participant observation. This difference owes both to the desire for congruity with the PSU study but also because observed behavior is different from a person's stated intent and reason for visiting, which may not be outwardly observable.

Unfortunately, time and resources did not allow for a replication of PSU's "matched control" research model. The PSU researchers were able to assign statistical significance to survey results from Centennial Commons relative to a control group (Mowen, Hickerson, Benfield, Pitas, & Kim, 2015), PennPraxis will attempt to make no such claims.

Development

PennPraxis developed the in-person survey instrument after a series of interviews with stakeholders and scholars. First, PennPraxis interviewed relevant site staff and stakeholders (Figure 4). Professor Andrew Mowen, a member of the PSU study team, reviewed draft questionnaires and provided insight into the functionality of the Harvest Your Data platform. PennDesign Assistant Professor of City and Regional Planning Erick Guerra, an expert in "revealed preference" survey methodology, reviewed draft questionnaires and advised PennPraxis regarding survey length and technique, and hypothesis development. PennPraxis also conducted site visits to inform the crafting of site-specific questions. The questions and format were refined after field trials.

Name of Interviewee	Organization
Maitreyi Roy	Bartram's Garden
Zoe Axelrod	Schuylkill River Development Corporation
Danielle Gray	Schuylkill River Development Corporation
Amy Weidensaul	Audubon Pennsylvania
Sharon Barr	Discovery Center
Nancy Goldenberg	Center City District
Joel Nichols	Free Library of Philadelphia
Michael Barsanti	Free Library of Philadelphia
Brad Copeland	Mt. Airy USA
Kim Massare	Mt. Airy USA
Scott Brady	Delaware Valley Regional Planning Commission
Sean McGill	Delaware Valley Regional Planning Commission
Melissa Kim	Friends of the Rail Park
Sunanda Ghosh	Friends of the Rail Park

Figure 4. Interviewees

Deployment

Surveys were conducted in-person, on site using both pen-and-paper and iPad survey methods during the months of June and July, 2016. PennPraxis created a calendar of events expected to generate large crowds and sampled some of these days in order to maximize efficiency and increase sample size. At Lovett, the site itself saw extremely low traffic, the library closed for renovations before the survey period. Surveying was expanded to include subjects at Mt. Airy Playground or the adjacent supermarket parking lot and transit stops. Therefore it should be noted that the sample from Lovett may be slightly different than that one would have expected should the subjects have come entirely from a sub-population of park users. It is also for this reason that some questions regarding visitor group size and planned activity are not reported here. Instead, information from the PO instrument should be treated as a substitute.

Data Processing

Most surveys were inputted using iPads in the field, and pen-and-paper surveys were coded using the iPads into iSurvey and timestamped with the original survey date. Bulk data sets were downloaded directly from Harvest My Data in SPSS file formats and manipulating using the statistical software language "R." Data visualizations were done using the ggplot package in R and mapping was done using both ArcGIS and R.

IV. RESULTS

Participant Observation

Usage during the survey period was consistently very low. In sum, over 36 hours of observation, 97 users were observed in the park. Even during the busiest time periods, weekend or weekday, an average of no more than six users per hour were observed using the park (Figure 5). No users were observed during the hours 7:30-9:30AM.
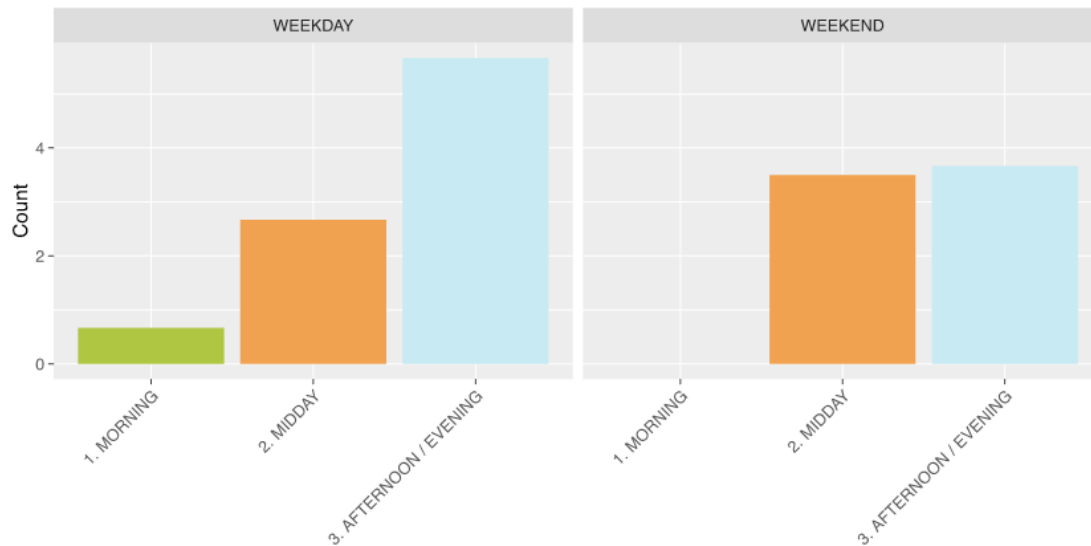

Figure 5. Persons observed per hour at Lovett on weekends and weekdays by time of day

The most common behaviors observed were sitting, standing and observing nature – indicating an anecdotal preference for passive recreation in the space (Figure 6).
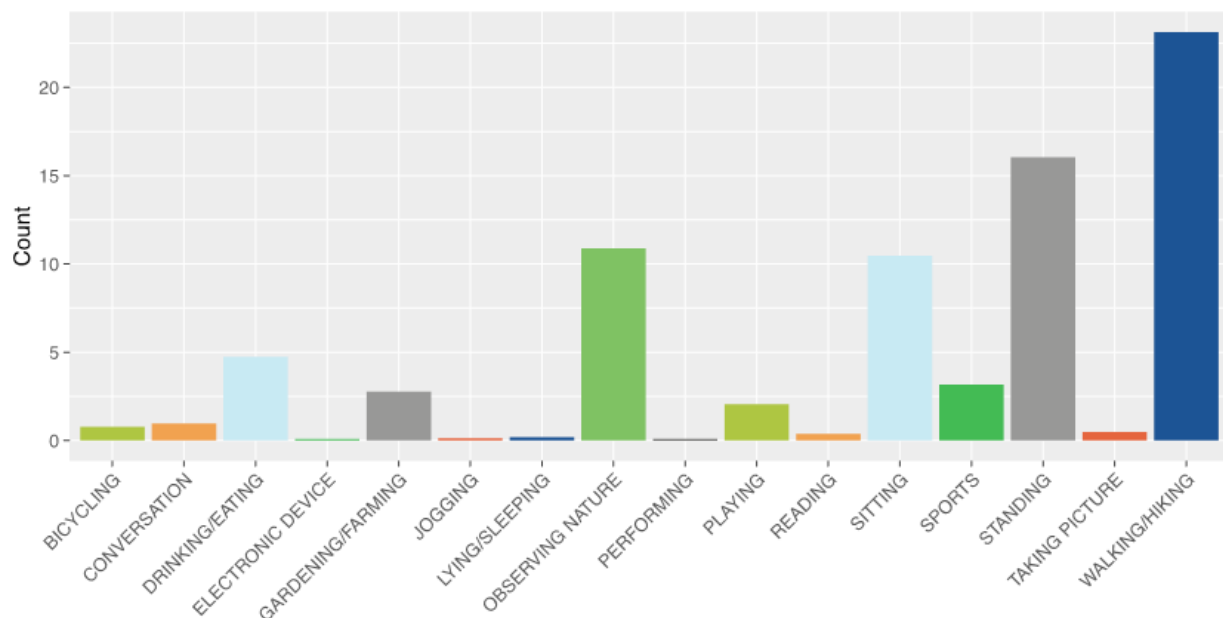
Figure 6. Hourly usage rates at Lovett by activity

Because of the scant number of observations, a map which shows the complete data set of usage gives a better idea of what types of usage occur in what areas (Figure 7). Subjects observed were typically sitting or standing either in the middle of the grassy area or at the corner in front of the library.

Figure 7. All observations at Lovett during the survey period

Subjects were observed mostly in sunny areas of the park (the open meadow) or in areas with seating. Often-times, users were just cutting through or skirting the edges of the park. A mapping of a relatively high volume observation period at Lovett can be seen in Figure 8.
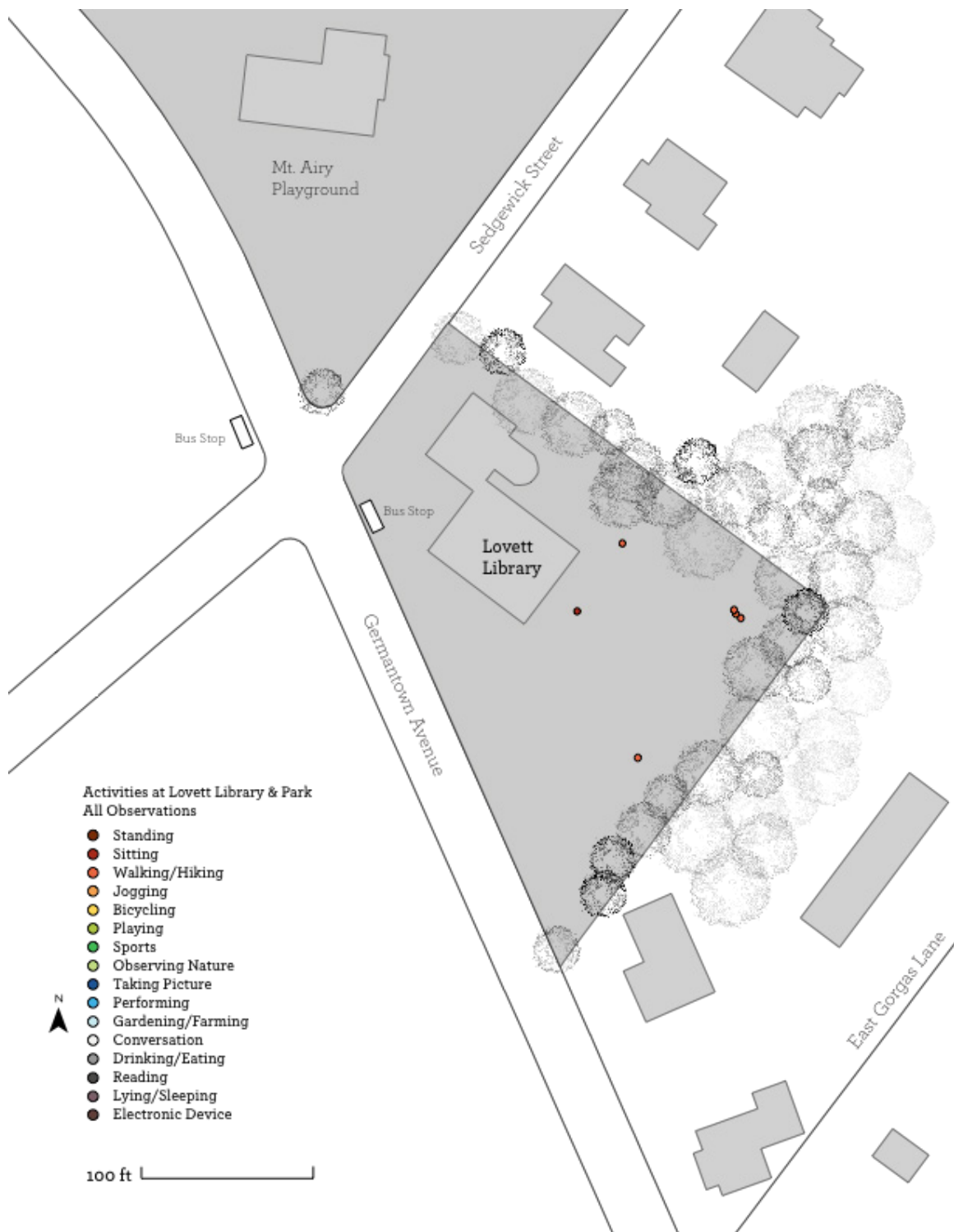
Figure 8. Sample usage period - June 24th, 2016, 4:30-5PM

PennPraxis also collected pedestrian counts during observation periods in order to attempt to measure the park's "capture rate" and to provide a baseline for assessing the commercial corridor's vibrancy in relationship to the park. A total of 1,343 individuals were observed walking or jogging along Germantown Avenue, but only 97 persons were observed using the park during the same period, a capture rate of approximately 7%. Weekday volumes were found to be higher than those on the weekend (Figure 9).
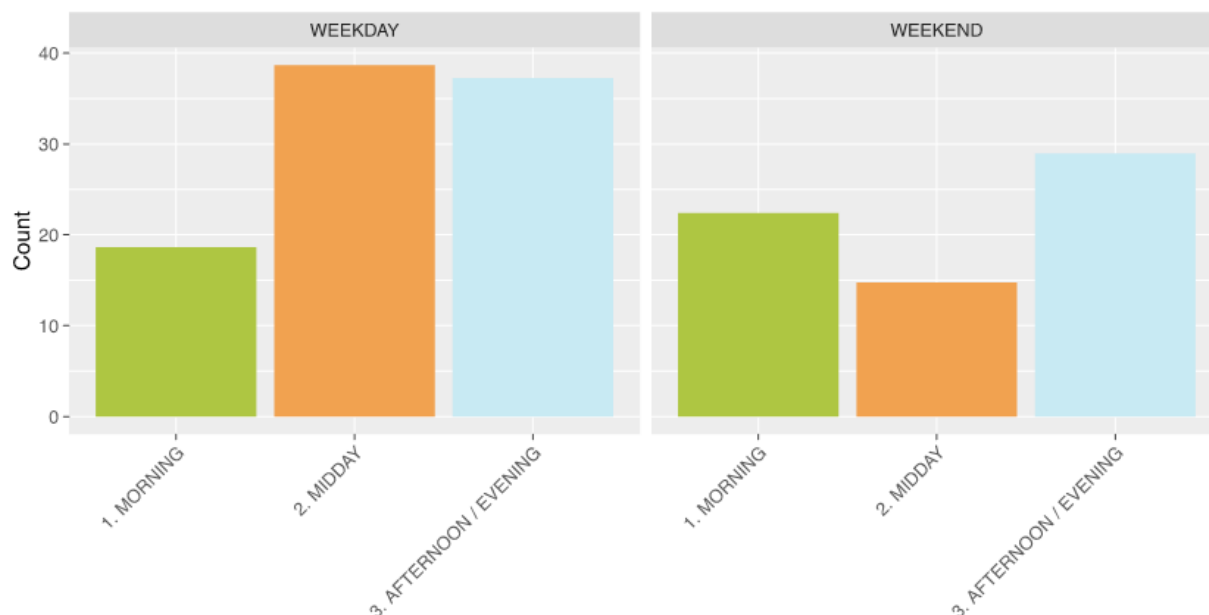

Figure 9. Average hourly pedestrian counts on Germantown Avenue by time of day and day type

Survey

By July 25th, PennPraxis had collected 83 surveys in 30.5 hours of canvassing on or near the site. This capture rate of 2.72 surveys per hour compares favorably to the PSU study's capture rate of 1.92 surveys/hour (Mowen, Hickerson, Benfield, Pitas, & Kim, 2015). If the sample is taken as an approximation of the larger stakeholding population (that of the City of Philadelphia with approximately 1.5 million residents), the margin of error for 95% confidence interval in survey results is approximately 11%.[1] This section contains a general description of findings and charts and tables of particular interest. A complete set of charts and tables describing all survey findings can be found in Appendix III.

---

[1] Margins of error for survey sample point estimates were calculated using the following formula $\bar{p} \pm z_{\alpha/2}\sqrt{\bar{p}(1-\bar{p})/n}$ where $\bar{p}$ represents a point estimate for the survey sample, n represents the population size and $z_{\alpha/2}$ represents the 95th percentile of the standard normal distribution population (Yau, 2013).

The statistically average interviewee in the Lovett survey is a middle-aged, African-American female who visits the Lovett Park more than once per month, holds a high school degree or higher, travels there by foot and resides in the Northwest section of the city. Notably, only a very small number of those surveyed came from an area outside the Northeast and North sections of the city (Figure 10).
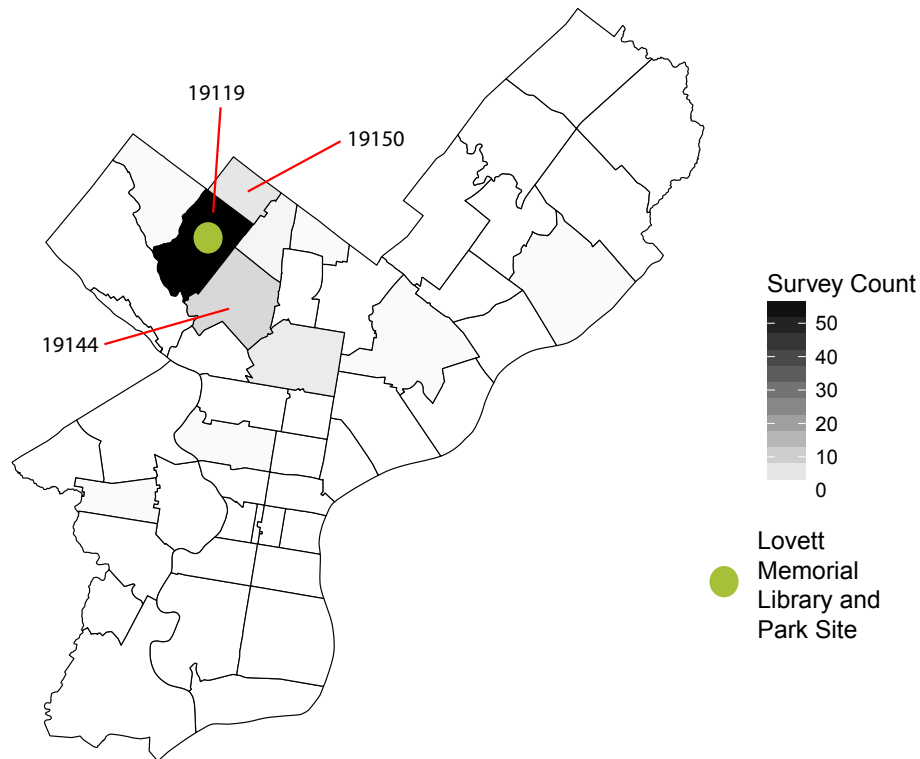

Figure 10. Counts of Philadelphia resident survey subjects by zip code

Subjects who agreed to participate in the survey were relatively diverse in terms of age (Figure 11) and educational level (Figure 12). The majority of those surveyed identified as African-American (61%), 22% identified as "White" and a few identified with other groups. Interestingly, 73% of those who agreed to take surveys were female. This is in contrast to the split observed during PO surveying, in which 44% of adults observed were female.
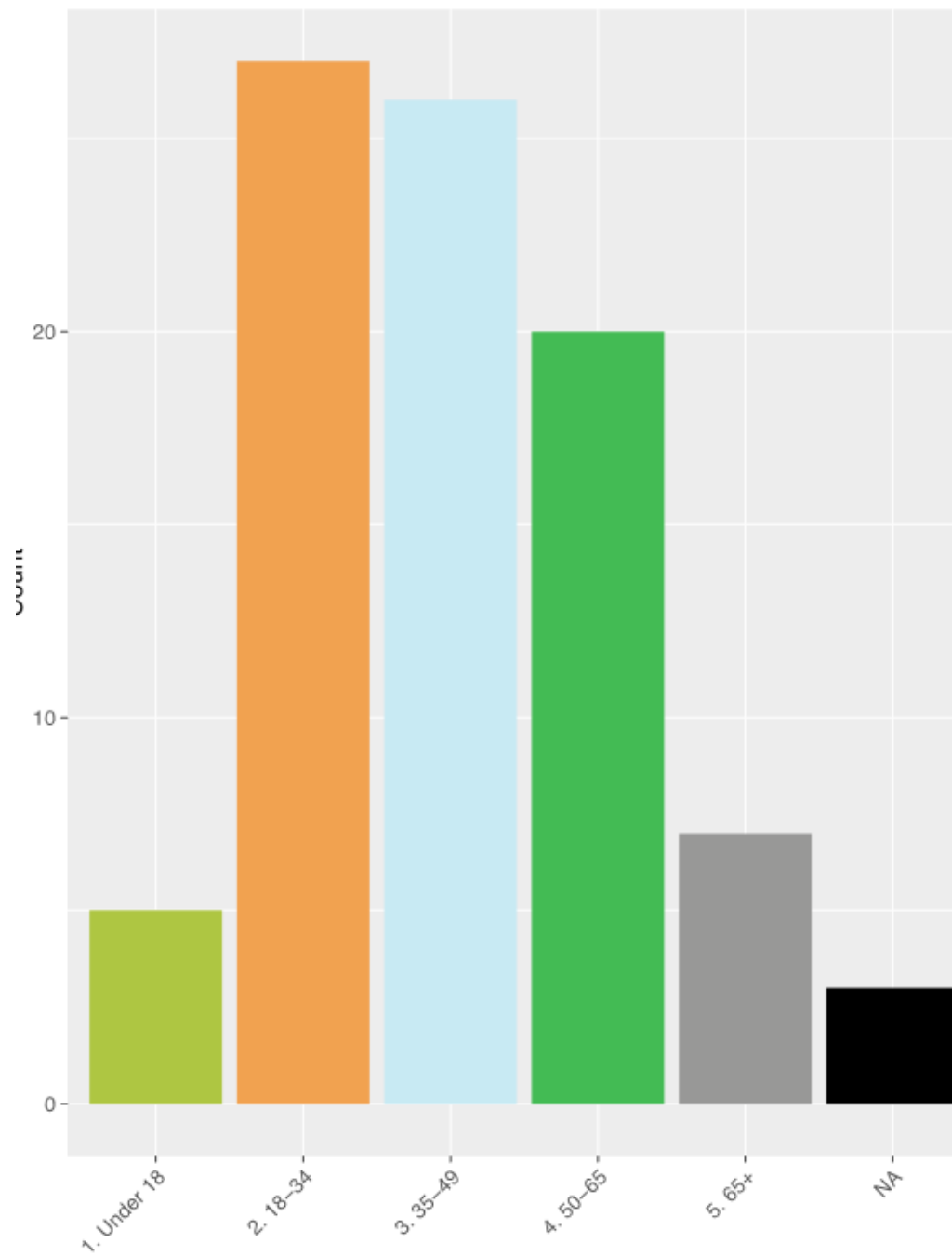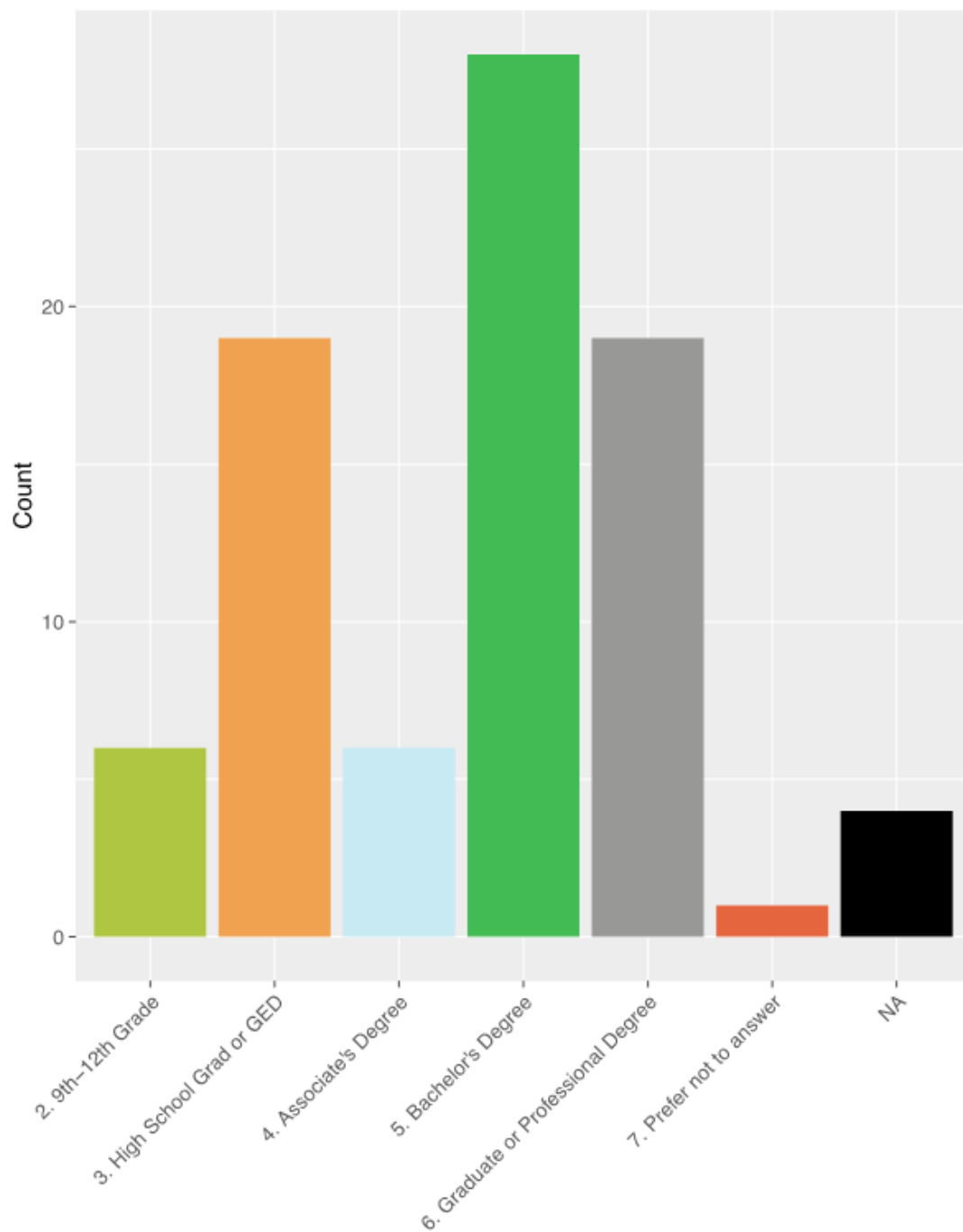
Figure 11. Reported age

Figure 12. Highest level of education completed

Interviewees had generally positive opinions of the park's facilities, safety and cleanliness but found the availability of signage and information to be only fair. Subjects were asked to rate their satisfaction level on a five-point scale – with one being "Extremely Poor" and five being "Excellent." Respondent feelings regarding facilities are summarized in Figure 13. More detail regarding the distribution of responses can be found in Appendix IV.

Please indicate your overall level of satisfaction with the…	Mean Score (out of 5)
11. Park's facilities and features	3.7
12. Cleanliness of the park	4.0
13. Safety of the park	4.2
14. Availability of signage and general information	3.3

Figure 13. Attitudes regarding Lovett facilities

When asked about the importance of different reasons for visiting the park users expressed the opinion that physical exercise and socializing, stress relief were important to them but felt that stress relief and "experiencing nature" were very important. Users were asked about the degree to which they found various reasons for visiting to be important using a five-point scale, with one being "Not at all important" and five being "Extremely important." A summary of responses regarding reasons for usership can be seen in Figure 14.

Overall, how important are the following reasons for your visit?	Mean Score (out of 5)
15. Experiencing nature (sights, sounds, smells)	4.1
16. Exercising or doing physical activity	3.7
17. Socializing (friends, family, colleagues)	3.7
18. Relieving stress	4.1

Figure 14. Attitudes regarding reasons for usership

When asked about their feelings of ownership or attachment to the park, subjects were asked to describe their level of agreement with a set of statements using a five-point scale, with one being "Strongly disagree" and five being "Strongly agree." Subjects tended to express a strong belief that the park was valuable to the neighborhood and was important to the community. They also expressed a reasonably strong degree of personal ownership of the park. Interviewees, on average, had a positive belief that other park users were trustworthy and held shared values (Figure 15).

To what degree do you agree or disagree with the following statement…	Mean Score (out of 5)
19. "People in this park share the same values."	3.6
20. "People in this park can be trusted."	3.5
21. "This park/site is an important part of the neighborhood/ community."	4.5
22. "This section of the park benefits all residents from the surrounding neighborhood."	4.4
23. "I believe this parks helps put this neighborhood in the right direction."	4.5
24. "This park is important to me and my family."	4.3
25. "I feel a very high degree of personal ownership of this park."	3.6

Figure 15. Attitudes regarding ownership and community

Respondents over 50 had relatively similar views as the general sample. For example, those over 50 expressed a mean "personal ownership" score of 3.75 a strong feeling of ownership of the park – similar to the overall score of 3.6.

More detail regarding the distribution of responses to these value-driven questions can be found in Appendix III, Questions 15-25.

PennPraxis asked some questions specific to the use of Lovett Memorial Library and Park and the Germantown Avenue corridor. Roughly half of interviewees reported participating in programs or events at the park or library. Most reported "sometimes" visiting the library or Germantown business corridor in tandem with a visit to the park. When using the library, respondents reported borrowing materials and studying as the most popular reasons for patronage.

A plurality of respondents reported that they were equally likely to patronize businesses on Germantown Ave. north or south of the park. However, many more reported only visiting the northern stretch than those who reported only visiting the southern stretch. Notably, African-American respondents made up a disproportionate share of those who said they would be likely to visit the southern portion of the Avenue or be equally likely to patronize businesses on either stretch (Figure 16).
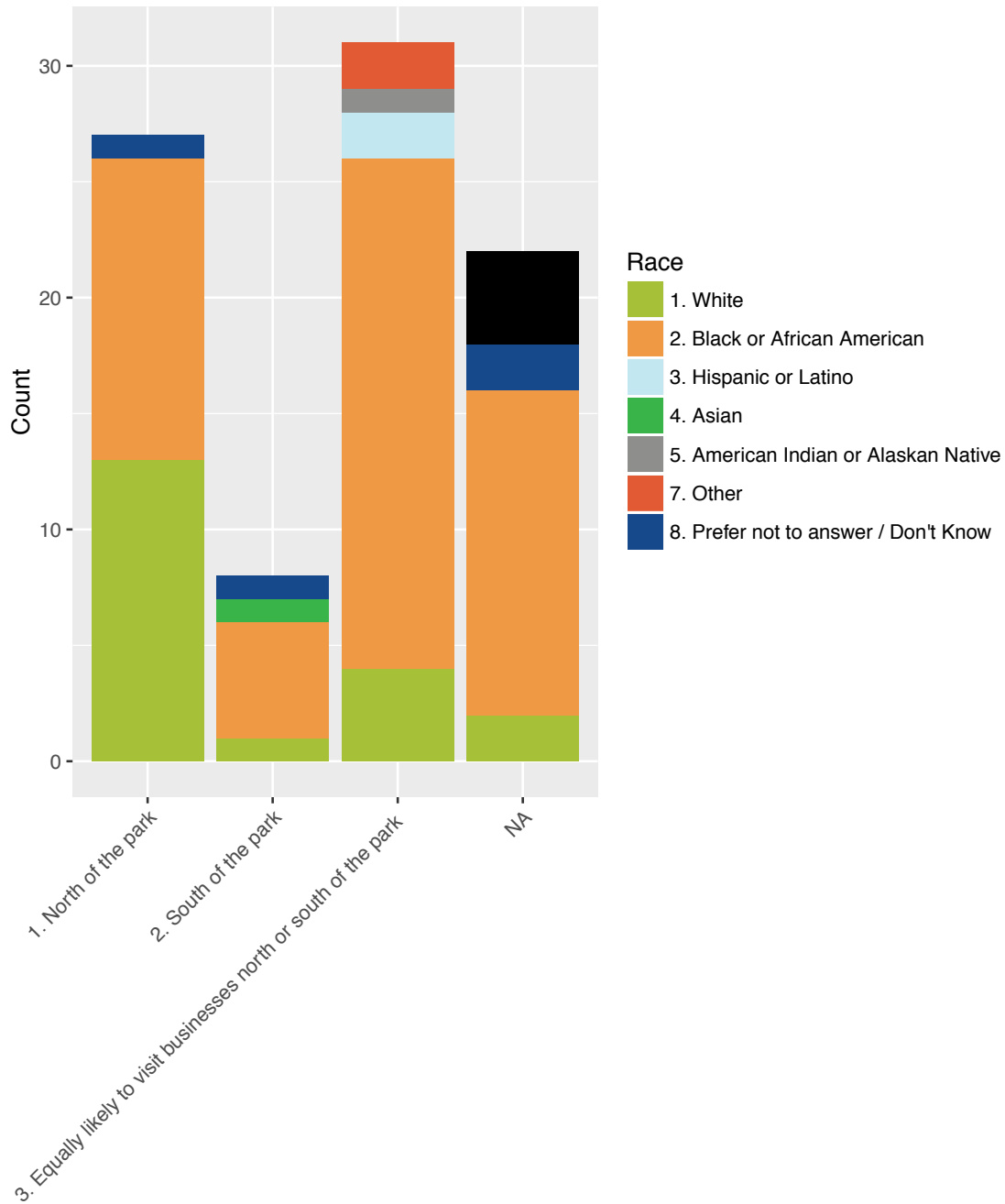
Figure 16. Stated likelihood to visit businesses north or south of Lovett

Additionally, subjects offered suggestions for additional programming they'd like to see at the park. Common responses included "nature programming," "yoga," additional signage regarding trash or littering, and children's activities. The full range of free responses regarding programming and improvement can be found in Appendix III, Question 44.

V. DISCUSSION

These surveys establish a baseline which will allow the Fairmount Park Conservancy and the Civic Commons Partners to determine the magnitude and nature of changes in usage and attitudes associated with the Civic Commons interventions. Much of the surveying done by PennPraxis is designed to be descriptive in nature, with the possibility that analytically interesting trends will emerge in a longitudinal analysis. However, there are several interesting observations about the baseline data that are worth noting.

At present, Lovett Library and Park has very low usage, likely owing to the closure of the library for renovation. PennPraxis researchers observed so few park users during their PO study that most information gleaned about patterns of usership should be treated as anecdotal. The park is lightly used, and seems well-regarded by some community members, but visitorship was very low during the survey period, possibly owing to the closure of the library and the lack of regularly featured programming during the renovation period. Furthermore, because of the sparse usage of the park itself, many in-person surveys were given to passersby who said they had used the park in the past. Therefore, information regarding intent to participate in activities should be treated as hypothetical relative to information gathered in future years.

The user base at Lovett is extremely local. Those surveyed at or around Lovett had relatively low geographic diversity. The overwhelming majority of those surveyed lived in the adjacent zip codes. However, the Racial and Ethnic Diversity Index reported in a survey of demographic metrics around Lovett is 54.8, which qualifies as "very high" (City Observatory, 2016).

Patterns of usage of the Germantown Avenue business corridor seem to vary by race – with few Whites stating that they are likely to shop south of Lovett. However, the baseline demographic study conducted by City Observatory does not separately examine different areas along the corridor. Mt. Airy USA stated to PennPraxis that they were very interested in the relationship between the Lovett renovation and activity along the corridor. Perhaps more granular demographic research could shed more light on this divide.

VI. FUTURE RESEARCH

In future years, this site-specific studies can be replicated to generate a year-over-year comparison of usage after the interventions in the Civic Commons spaces are complete. The study can also be expanded to encompass new park land, such as the unopened northern unit of Bartram's. Building toward this longitudinal data analysis is critical to address the two basic hypothesis most directly. For these future iterations, PennPraxis has developed custom computer programs in R for quickly visualizing data outputs from digitally administered surveys. Data visualizations can also be viewed and downloaded from the Harvest My Data dashboard, though they are difficult to manipulate.

At present, the Lovett survey does not have a sample size quite equal to that of the PSU study, but margins of error are roughly similar. Despite the fact that sample capture rates were relatively good, additional hours of surveying could increase the baseline sample, should the client choose to increase the sample size. Online surveys would be a low-cost option. However, there are some problems inherent in giving these surveys outside of the context in which they make intuitive sense—when the user is in or adjacent to the park and when a survey administrator can provide clarification or help upon request. Some questions will not make sense to online users. For example, "how did you travel to the park today?" is a question that can be used to accurately assess travel behavior in person, but makes little sense elsewhere, especially if the interviewee has to attempt to abstract some kind of average visit in his mind in order to answer. This may lead to some unreliable data. Therefore, it is highly desirable to replicate the on-site surveys created in this first round of data collection.

There are several additional data sources which can be used to create a richer picture of the impact of the Civic Commons interventions. Depending on the granularity and sample sizes of some available third party data, it may be possible to construct some causal econometric models. These data sources are detailed in Figure 17.

Data	Source	Application
Indigo Bike Share Usage	opendataphilly	Determine intervention impact on travel patterns
Licenses & Inspections permit data	Azavea "License to Inspect"	Monitor Germantown Avenue corridor health
Social Media Traffic	Twitter, Instagram, etc.	Assess popularity of Commons sites
Pedestrian, Bike Counts	Delaware Valley Regional Planning Commission	Assess impacts on visitation and commuting

Figure 17, Additional Data Sources for Greater Depth on RCC Projects

PennPraxis and Locus Partners have both identified sites for potential remote monitoring at all the Civic Commons sites. **Note: All illustrations of Electronic Sensors on maps contained in Appendix I indicated potential future locations identified by PennPraxis, having reviewed the sites, spoken to site staff, and reviewed Locus Partners' report.**

Lastly, future research should be accompanied by a more granular, more comprehensive demographic analysis of the areas adjacent to study sites. This will allow for more interesting analysis of the Germantown Avenue corridor, for example.

VII. REFERENCES

City Observatory. (2016). Reimagining the Civic Commons Metrics (Philadelphia Baseline).

Gehl Studio San Francisco. (2015). Public Life Diversity Toolkit. Retrieved May 2016, from https://issuu.com/gehlarchitects/docs/gehl_publiclifediversitytoolkit_pag.

Mowen, A., HIckerson B., Benfield, J., Pitas, N., & Kim, J. (2015). A Systematic Evaluation of Centennial Commons: Pre-Renovation Study Results. Report Prepared for the William Penn Foundation.

Philadelphia Office of Property Assessment. (2016, July 5). Phila.gov. Retrieved July 5, 2016, from Property: http://property.phila.gov/?p=784166300.

Yau, C. (2013). R Tutorial with Bayesian Statistics Using OpenBUGS. Amazon Digital Services LLC.

Mt. Airy
Playground

Ⓢ

Sedgewick Street

Acme

Bus Stop

Ⓟ Ⓢ

Bus Stop

Lovett
Library

⊠

Lovett
Park

Ⓟ

East Gorgas Lane

N

△ **Children**
□ **Female**
○ **Male**
+ **Staff/Security**

S   **S**tanding
T   Si**t**ting
W   **W**alking/Hiking
J   **J**ogging
B   **B**icycling
P   **P**laying
O   Sp**o**rts
N   Observing **N**ature
V   Taking Picture
F   **F**erforming
G   **G**ardening/Farming
C   **C**onversation
D   **D**rinking/Eating
R   **R**eading
L   **L**ying/Sleeping
E   **E**lectronic Device

Germantown Avenue

CIVIC COMMONS
PHILADELPHIA, PA.
Reimagining the

Ⓢ Survey
Ⓟ Passive Observation
⊠ Electronic Censor

Date:
Time:
Temperature:
Weather: Sun   Rain   Cloudy   Partly Cloudy
Observer Name:

Lovett Library & Park

Figure 1. Participant Observation Map of Lovett Library & Park Site

1

2016 Reimagining the Civic Commons Visitor Survey

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

GENERAL USAGE

"The first set of questions is about your use of the park and the activities you do here."

1. Is this your first visit to this site/park?

☐ Yes   ☐ No

If NO, skip Questions 2 – 3. If YES, answer Questions 2 – 3.

　　　2. Are there physical barriers to accessing the site/park?

　　　☐ Yes. Please describe: _____

　　　☐ No   ☐ Maybe

　　　3. Are you interested in visiting the site/park more frequently?

　　　☐ Yes   ☐ No   ☐ Maybe

4. How did you travel to the park today?

☐ Walk   ☐ Bicycle   ☐ Public transit   ☐ Automobile   ☐ Other

5. Which entrance did you take to enter this site/park? **MAP HERE**

　　　_____

6. What kinds of activities are you planning to do at the park? **FLASH CARD HERE**

　　　_____

7. Including today, please estimate how many times over the last 30 days you visited this park.

☐ Once   ☐ 2-5 Times   ☐ 5 - 10 times   ☐ More than 10 times

8. Please estimate how many total minutes you expect to spend in this section of the park during today's visit.

☐ 0 - 10 minutes   ☐ 10 - 30 minutes   ☐ 30 minutes - 1 hour   ☐ More than 1 hour

9. How many people are in your group today?

Number of adults _____

Number of children/youth (under 18 years) _____

10. Would you say that you visit this place more, less, or about the same as in the past?

☐ More   ☐ Less   ☐ About the same

QUALITY

"Now I'm going to ask you to rate your satisfaction with the park facilities and maintenance. These questions are on a scale of 1 to 5 – with 1 being a rating of 'Extremely Poor,' 3 being 'Fair' and 5 being 'Excellent'."

11. Please indicate your overall level of satisfaction with the park's facilities and features.

　　　Extremely Poor   Poor   Fair   Good   Excellent

Figure 1. Intercept Survey for Bartram's Mile - RCC 2016

	1	2	3	4	5

12. Please rate the cleanliness of the park.

Extremely Poor	Poor	Fair	Good	Excellent
1	2	3	4	5

13. Please rate the safety of the park.

Extremely Poor	Poor	Fair	Good	Excellent
1	2	3	4	5

14. Please rate the availability of signage and general information in the park.

Extremely Poor	Poor	Fair	Good	Excellent
1	2	3	4	5

EXPERIENCES

"Now I'm going to ask you about different activities and you can tell me how important they are as reasons for your visit. These questions are on a scale of 1 to 5 – with 1 being a rating of 'Not At All Important,' and 5 being 'Extremely Important'."

15. Experiencing nature (sights, sounds, smells)

Not at all important		Neutral		Extremely Important
1	2	3	4	5

16. Exercising or doing physical activity

Not at all important		Neutral		Extremely Important
1	2	3	4	5

17. Socializing (friends, family, colleagues)

Not at all important		Neutral		Extremely Important
1	2	3	4	5

18. Relieving stress

Not at all important		Neutral		Extremely Important
1	2	3	4	5

COMMUNITY

"Now I'm going to make a few statements about the users of this park and the park's importance to the community. Tell me if you agree or disagree with these statements using a scale of 1 to 5 – with 1 being a rating of 'Strongly Disagree,' and 5 being 'Strongly Agree'."

19. "People in this park share the same values."

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5

20. "People in this park can be trusted."

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5

21. "This park/site is an important part of the neighborhood/community."

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5

22. "This section of the park benefits all residents from the surrounding neighborhood."

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5

23. "I believe this parks helps put this neighborhood in the right direction."

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5

PERSONAL OWNERSHIP

24. "This park is important to me and my family."

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5

25. "I feel a very high degree of personal ownership of this park."

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5

DEMOGRAPHICS

26. What is your age?

☐ Under 18 ☐ 18 – 34 ☐ 35 – 49 ☐ 50 – 65 ☐ 65 +

27. In what zip code do you live?_____

28. How long have you lived there? _____

29. How would you describe your employment status?

☐ Employed ☐ Unemployed ☐ Retired ☐ Student

☐ Other _____ ☐ Prefer not to answer

30. If you are employed, in what zip code do you work?_____

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

☐ < than 9th grade ☐ 9th-12th grade ☐ High school Graduate or GED

☐ Associate's Degree ☐ Bachelor's Degree ☐ Graduate or Professional Degree

☐ Prefer not to answer

32. Which of the following would you use to describe your race or ethnic background?

☐ 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

33. Please identify your gender.

☐ Male ☐ Female ☐ Other ☐ Prefer not to answer

34. Have you ever visited any of the following sites?

☐ Bartram's Mile

☐ West Fairmount Park Near the Please Touch Museum

☐ East Fairmount Park

☐ Lovett Library & Park

☐ Reading Viaduct

2016 Reimagining the Civic Commons
Visitor Survey – Lovett Library & Park

Date: _____

Time: _____

Interviewer Name: _____

Location: _____

LOVETT LIBRARY & PARK (ONLY)

33. How often do you use the Lovett Library?

☐ Never

☐ Once a year

☐ Once every six months

☐ Once per month

☐ Once per week or more

34. (If subject uses library more than "never") When you visit the library, do you also visit the park?

☐ Never

☐ Sometimes

☐ Always

35. Do you find the Lovett Library facility to be accessible by personal or public transit?

Very Inaccessible		Neutral		Very Accessible
1	2	3	4	5

36. When you visit the park, do you also visit the library?

☐ Never

☐ Sometimes

☐ Always

37. Have you participated in any programs or events at the park or library?

☐ No

☐ Yes

☐ Don't know/Don't remember

38. When you visit the park, do you also visit businesses along Germantown Avenue?

☐ Never

☐ Sometimes

☐ Always

39. (If subject visits Germantown Ave businesses) When you visit businesses along Germantown Avenue are you more likely to visit businesses north or south of the park?

☐ North of the park

☐ South of the park

☐ Equally likely to visit businesses north or south of the park

5

APPENDIX III. Full Report of Survey Findings – Lovett Library and Park

1. Is this your first visit to this site/park?

Yes	No	NA
15	72	1

2. (If yes to Q1) Are there physical barriers to accessing the site/park?

None of those answering "yes" to this question offered free-response suggestions.

Yes	No	Maybe	NA
13	25	1	49

3. (If yes to Q1) Are you interested in visiting the site/park more frequently?

Yes	No	Maybe	NA
14	1	2	71

4. How did you travel to the park today?

Walk	Bicycle	Public Transit	Automobile	Other	NA
55	0	6	26	0	1

5. Which entrance did you take to enter this site/park?

Library Entrance	Germantown Entrance	Rear Entrance	NA
44	12	3	29

6. What kinds of activities are you planning to do at the park?

Note: High number of "other" responses largely a result of surveys conducted outside the park itself.
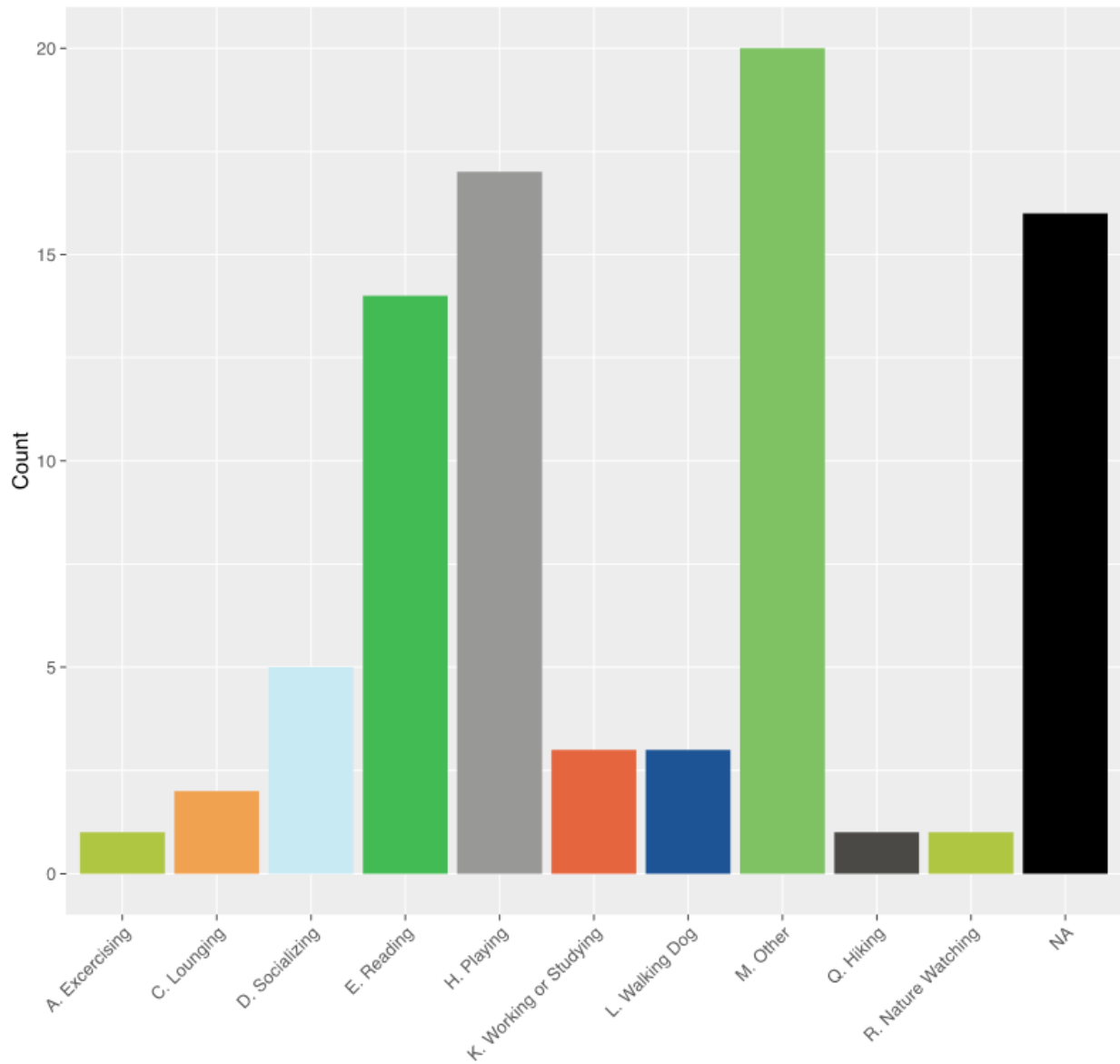
Report on Pre-Construction Usage at the Lovett Library and Park

7. Including today, please estimate how many times over the last 30 days you visited this park.
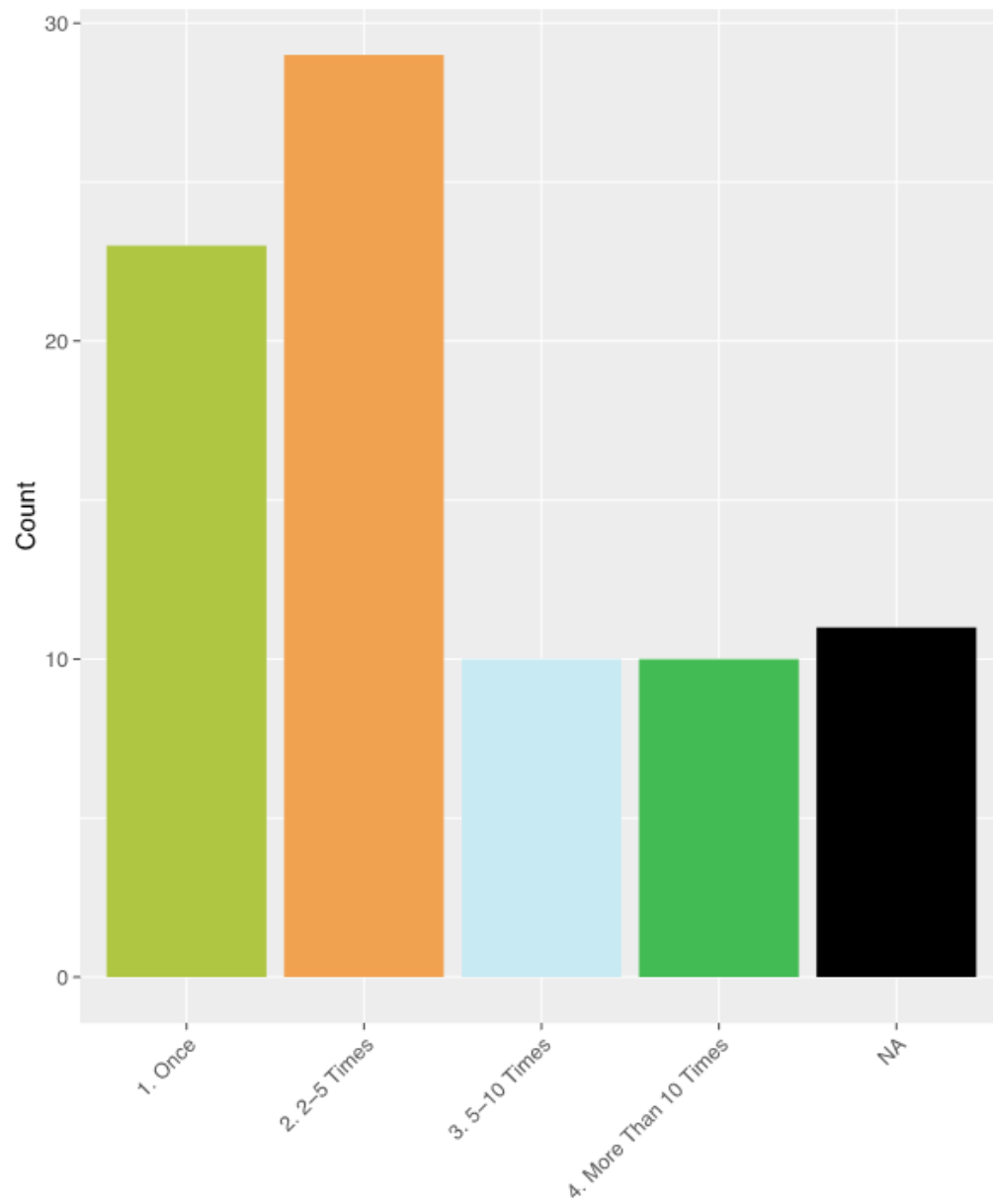
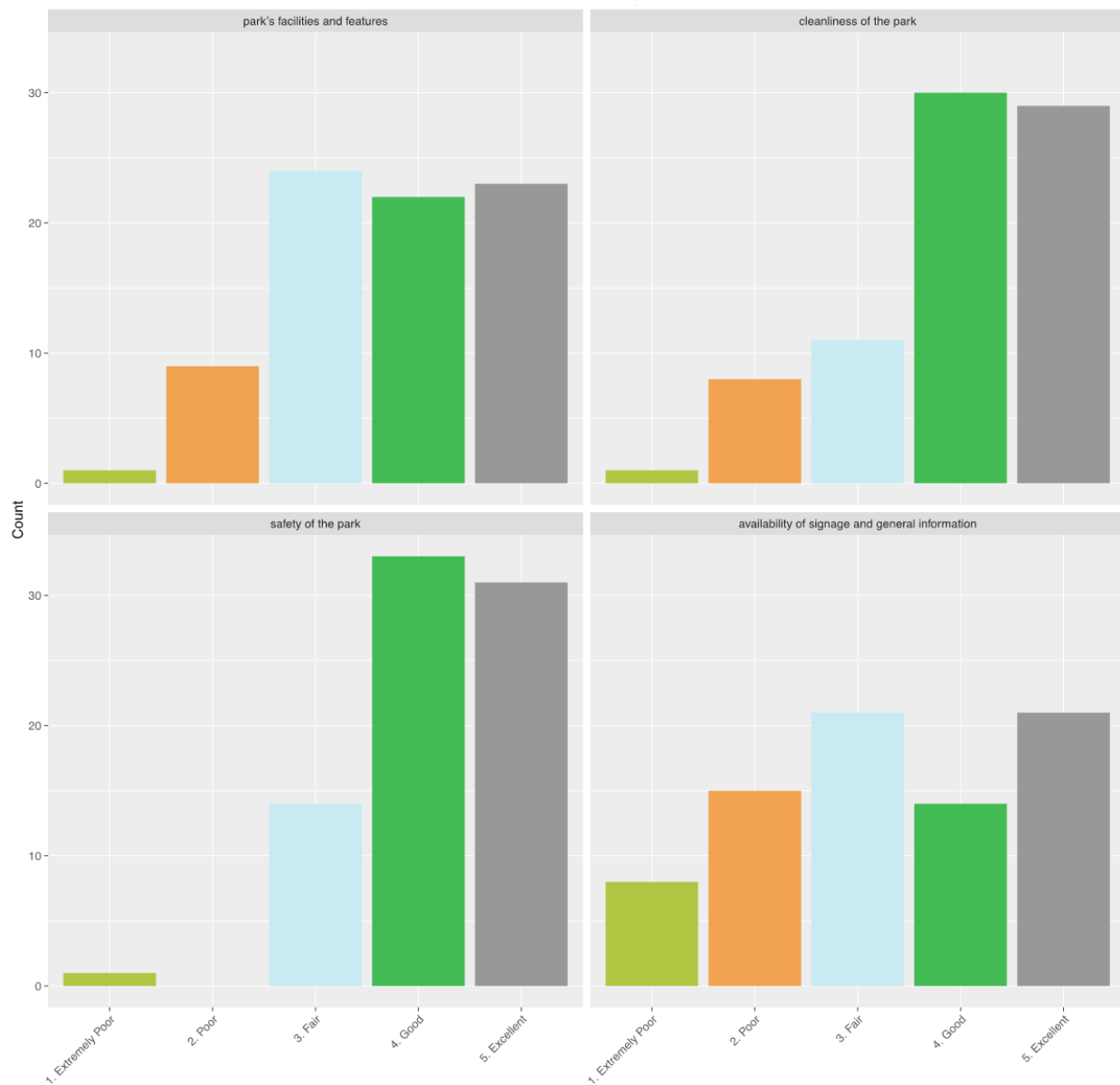8. Please estimate how many total minutes you expect to spend in this section of the park during today's visit.
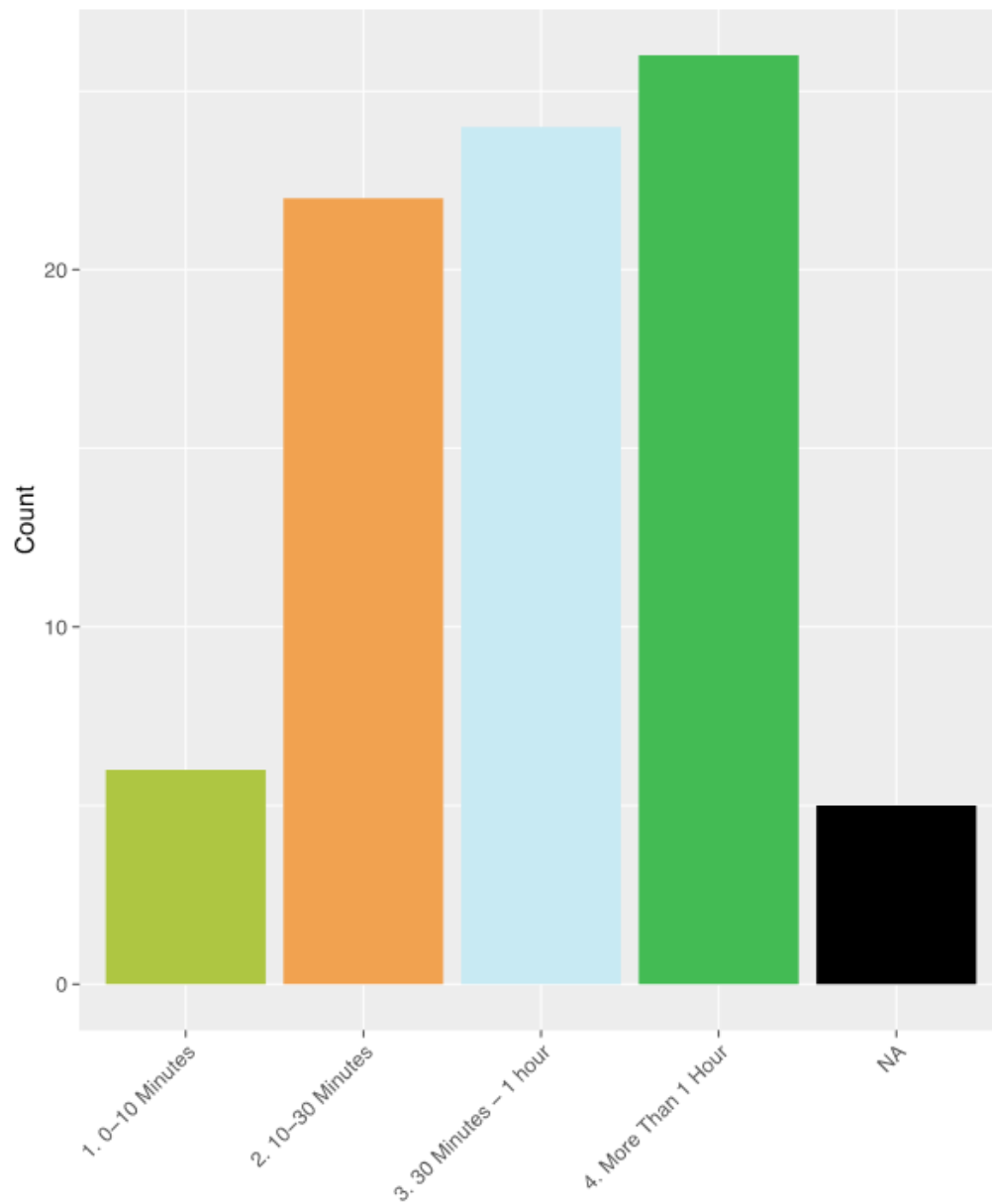
9. How many people are in your group today?
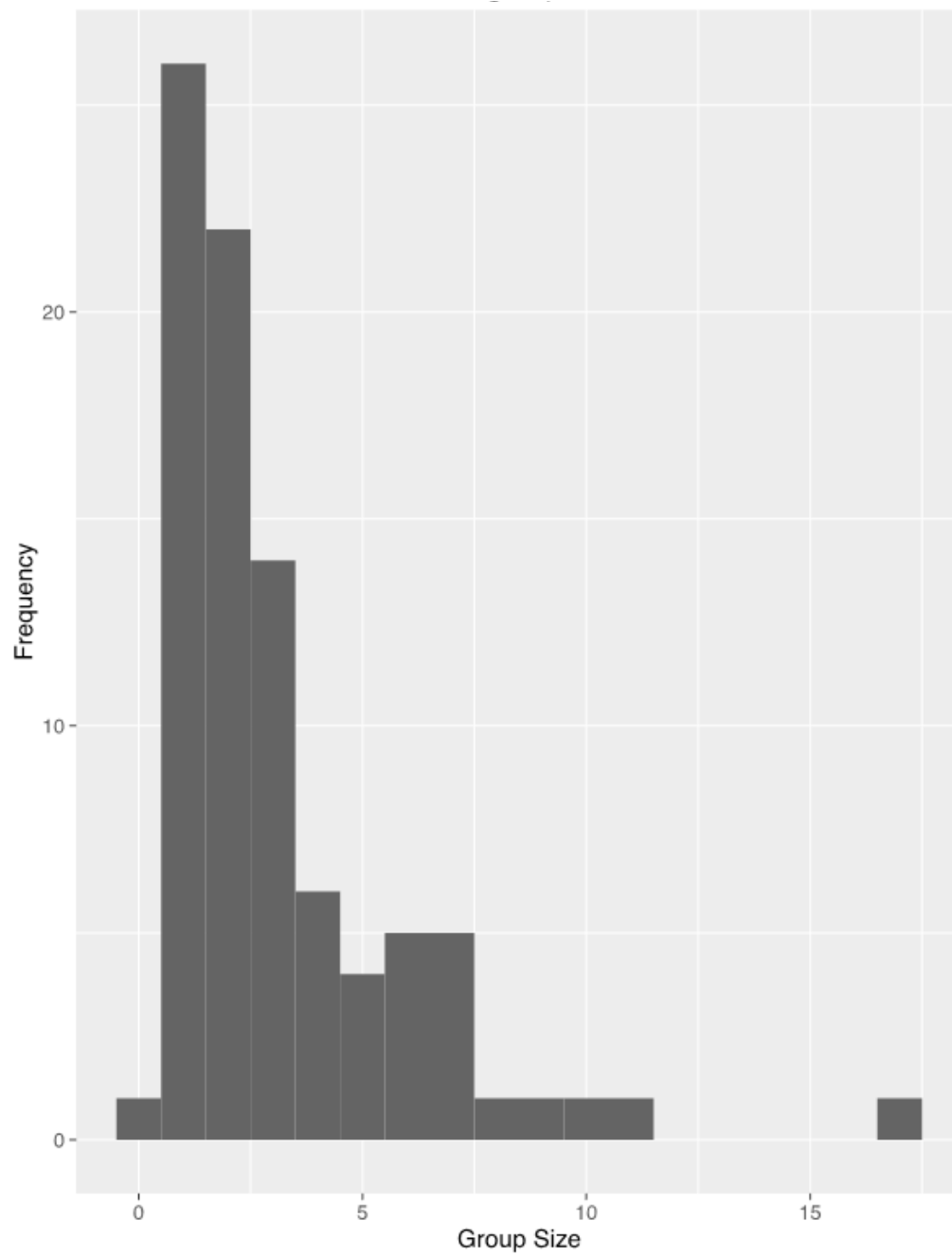
10. Would you say that you visit this place more, less, or about the same as in the past?

More	Less	About The Same	NA
21	29	34	4

11-14. Please indicate your overall level of satisfaction with the…

Question	Mean Score (out of 5)
11. Park's facilities and features	3.7
12. Cleanliness of the park	4.0
13. Safety of the park	4.2
14. Availability of signage and general information	3.3

15-18. Overall, how important are the following reasons for your visit?
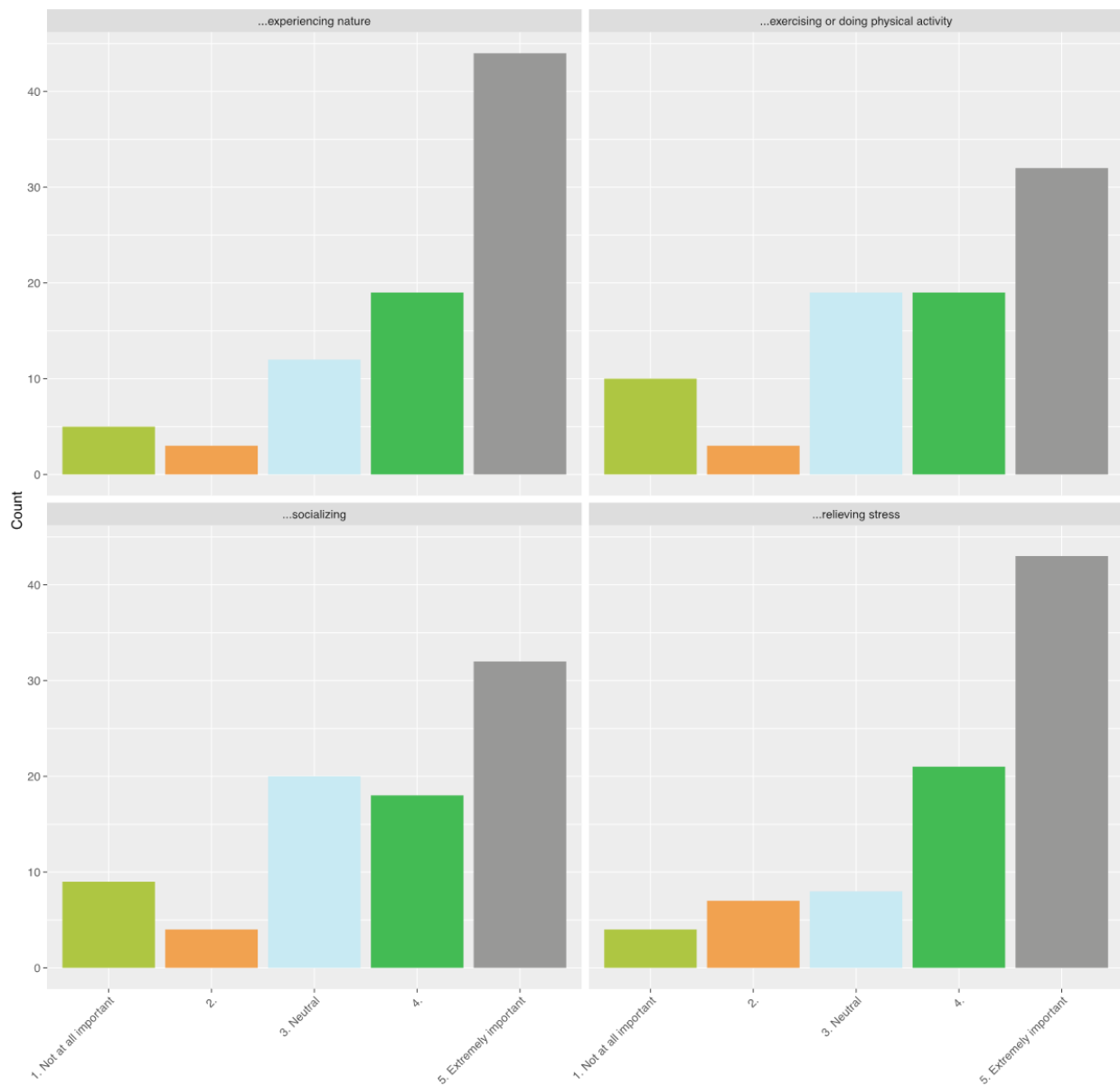
Question	Mean Score (out of 5)
15. Experiencing nature (sights, sounds, smells)	4.1
16. Exercising or doing physical activity	3.7
17. Socializing (friends, family, colleagues)	3.7
18. Relieving stress	4.1

19.-25. To what degree do you agree or disagree with the following statement…

Question	Mean Score (out of 5)
19. "People in this park share the same values."	3.6
20. "People in this park can be trusted."	3.5
21. "This park/site is an important part of the neighborhood/community."	4.5
22. "This section of the park benefits all residents from the surrounding neighborhood."	4.4
23. "I believe this parks helps put this neighborhood in the right direction."	4.5
24. "This park is important to me and my family."	4.3
25. "I feel a very high degree of personal ownership of this park."	3.6

26. What is your age?
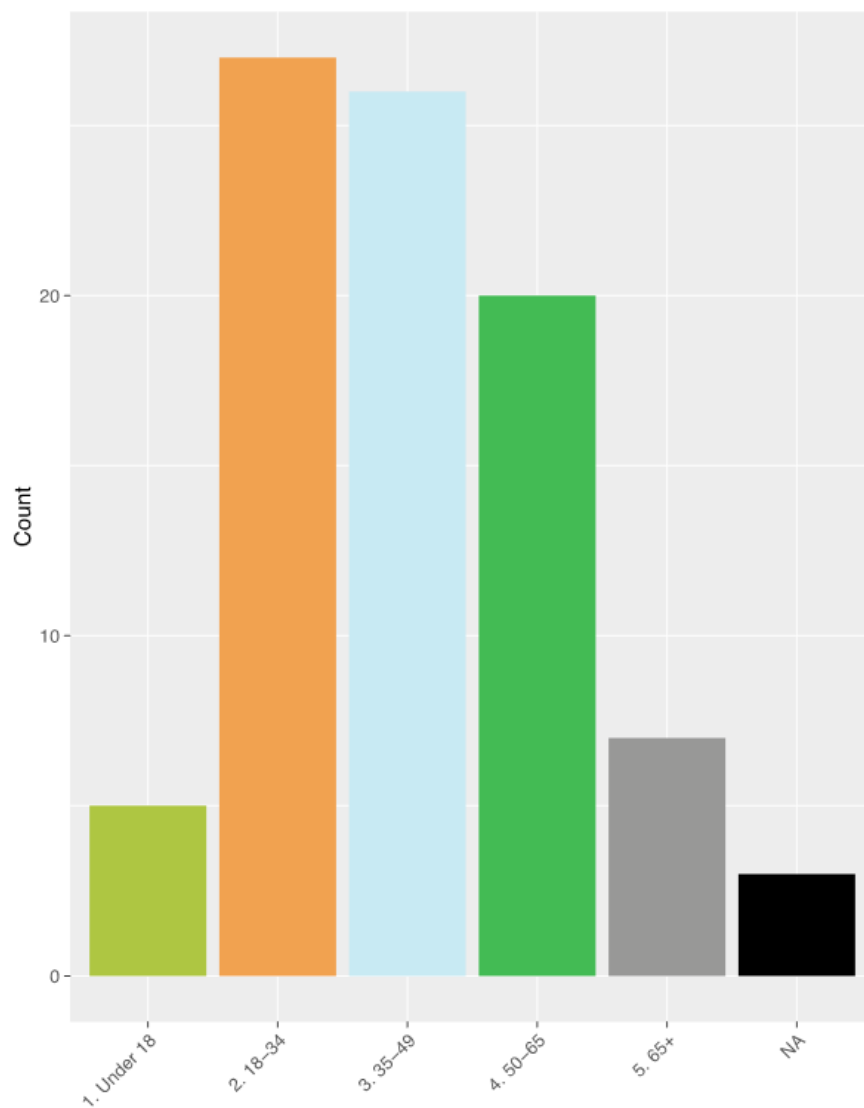
27. In what zip code do you live?
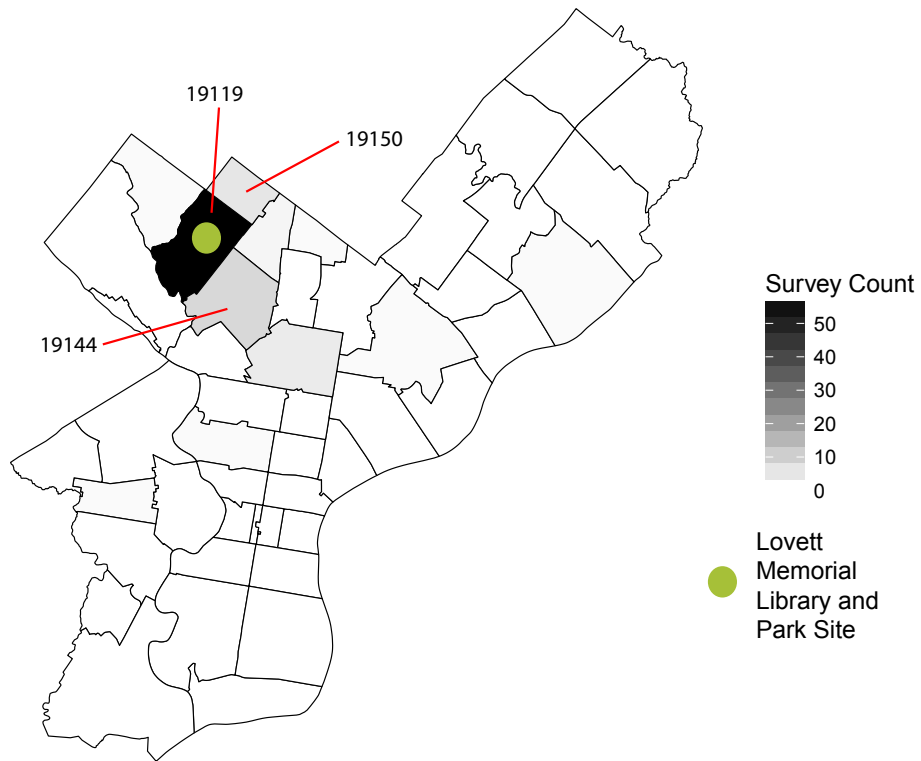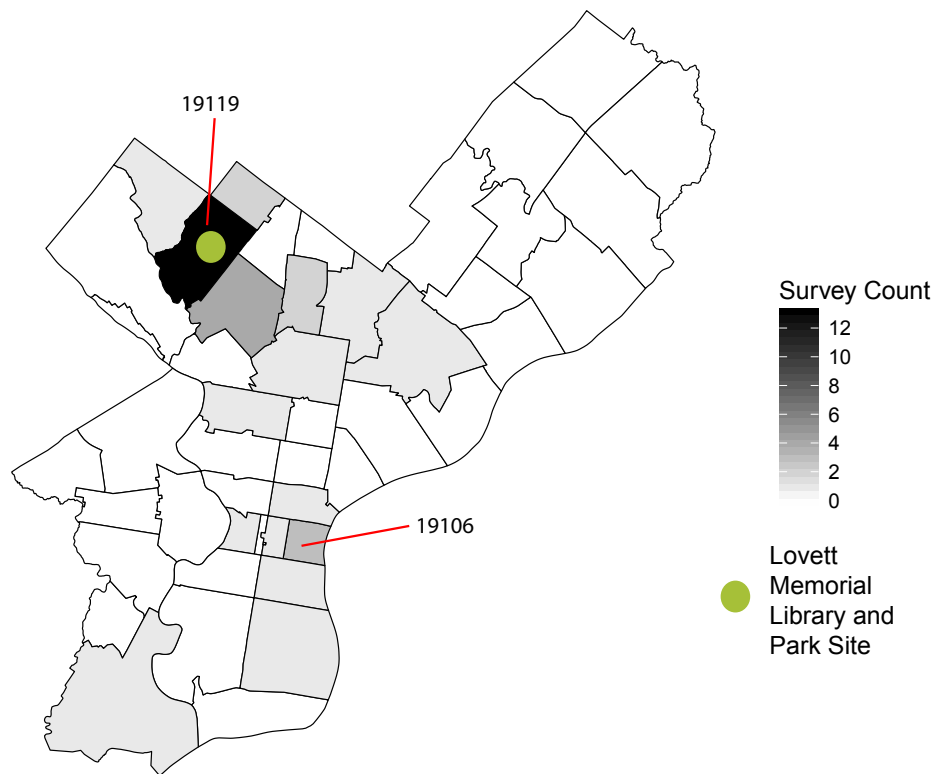
28. How long have you lived there?
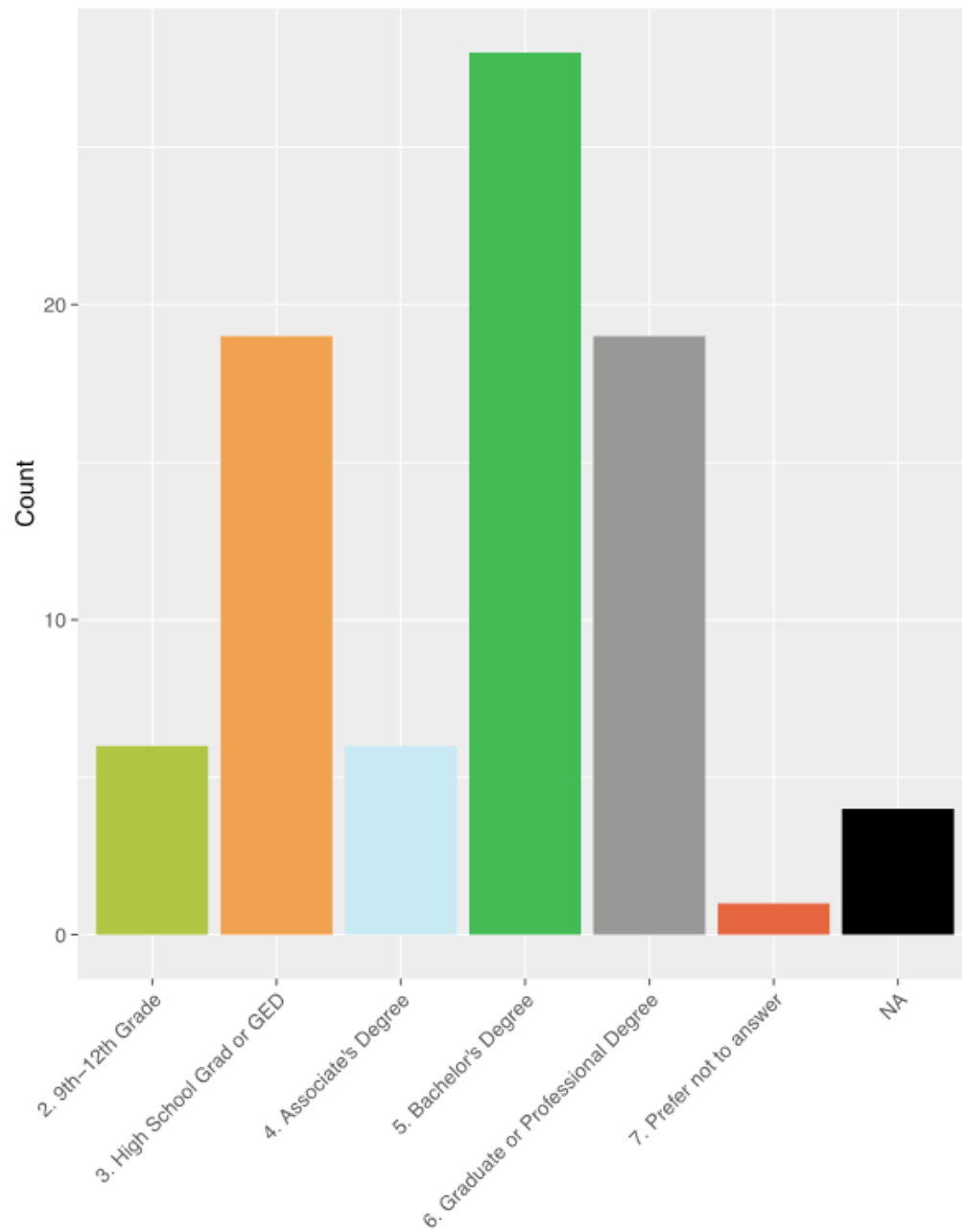
Mean value = 15.3 years
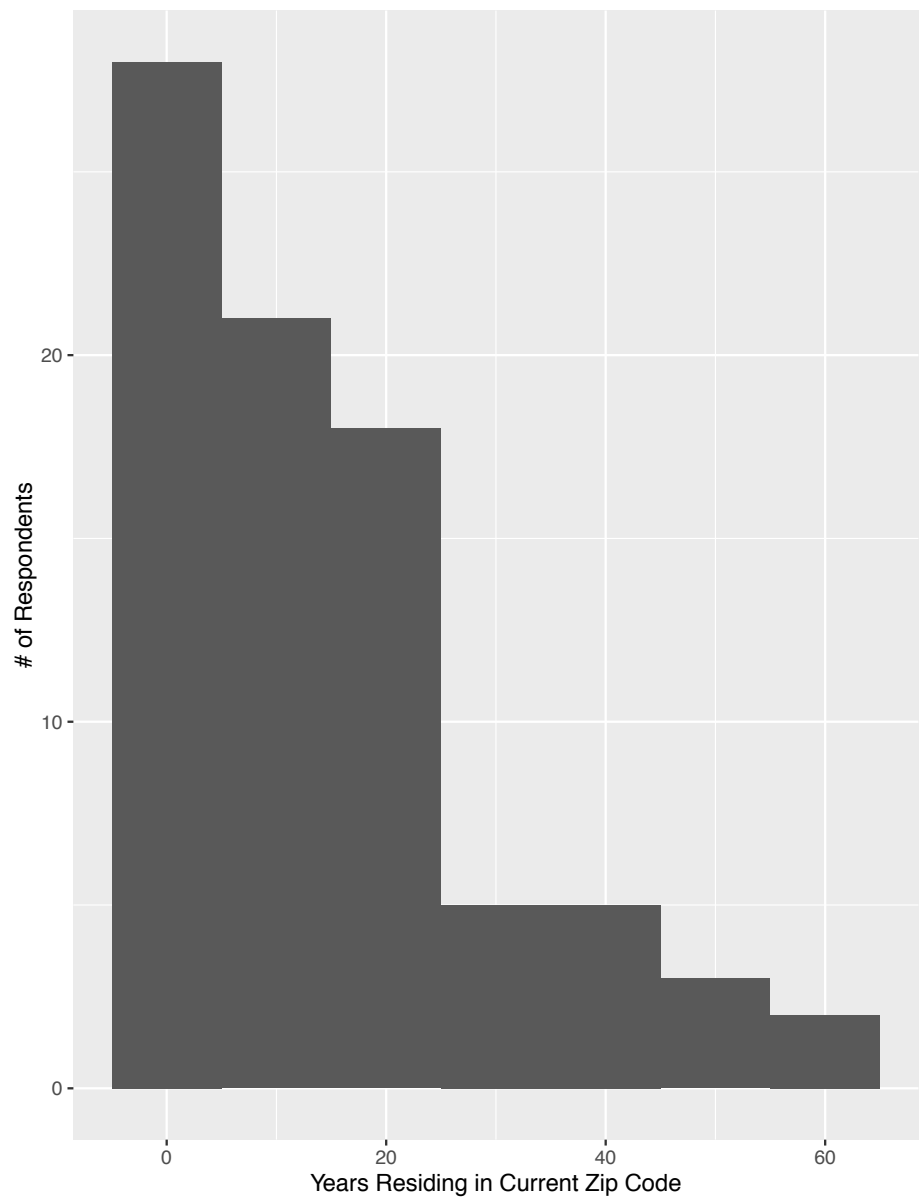
29. How would you describe your employment status?

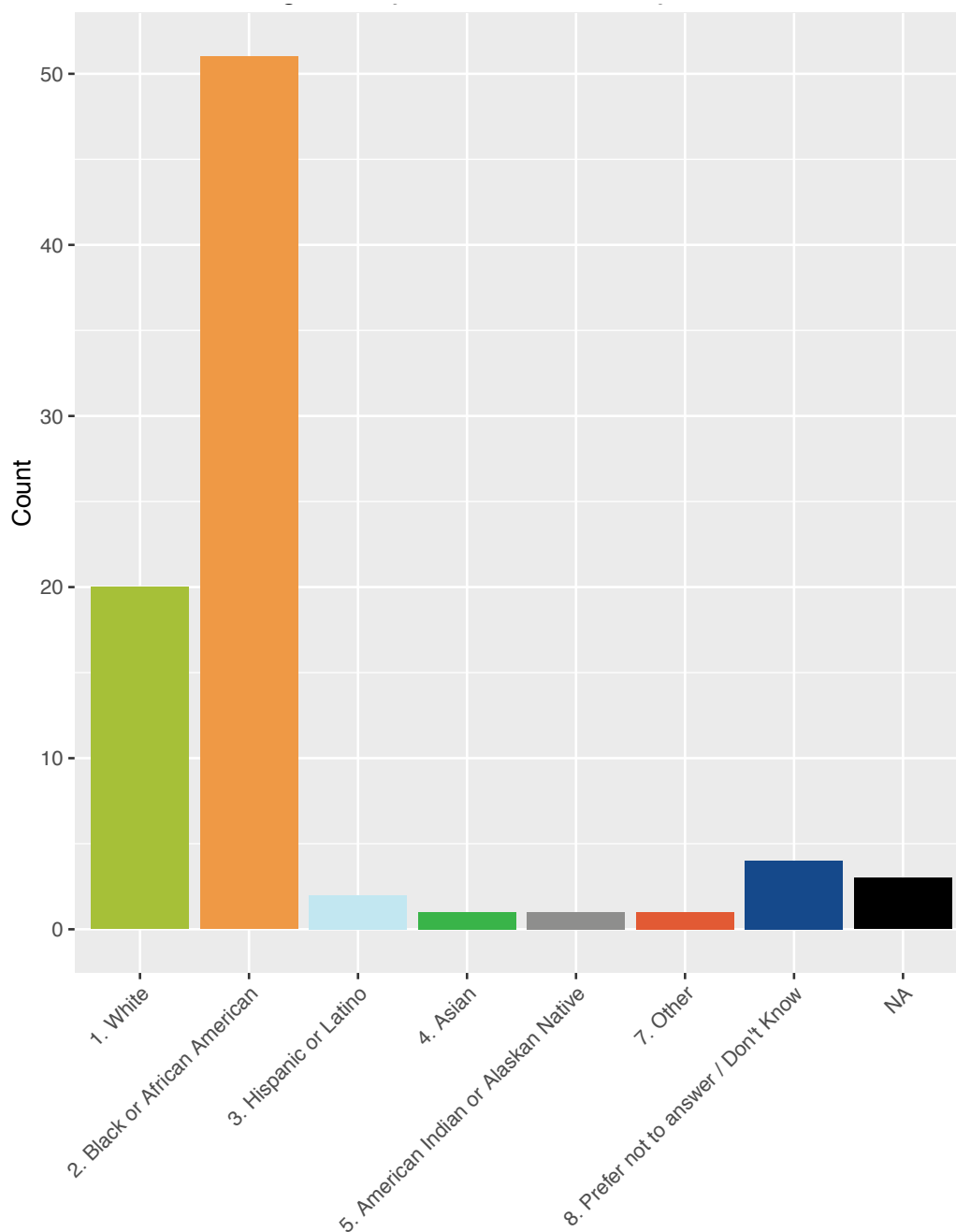| Employed	Unemployed	Retired	Student	Other	Prefer not to answer	NA
47	9	13	6	3	5	5

30. If you are employed, in what zip code do you work?

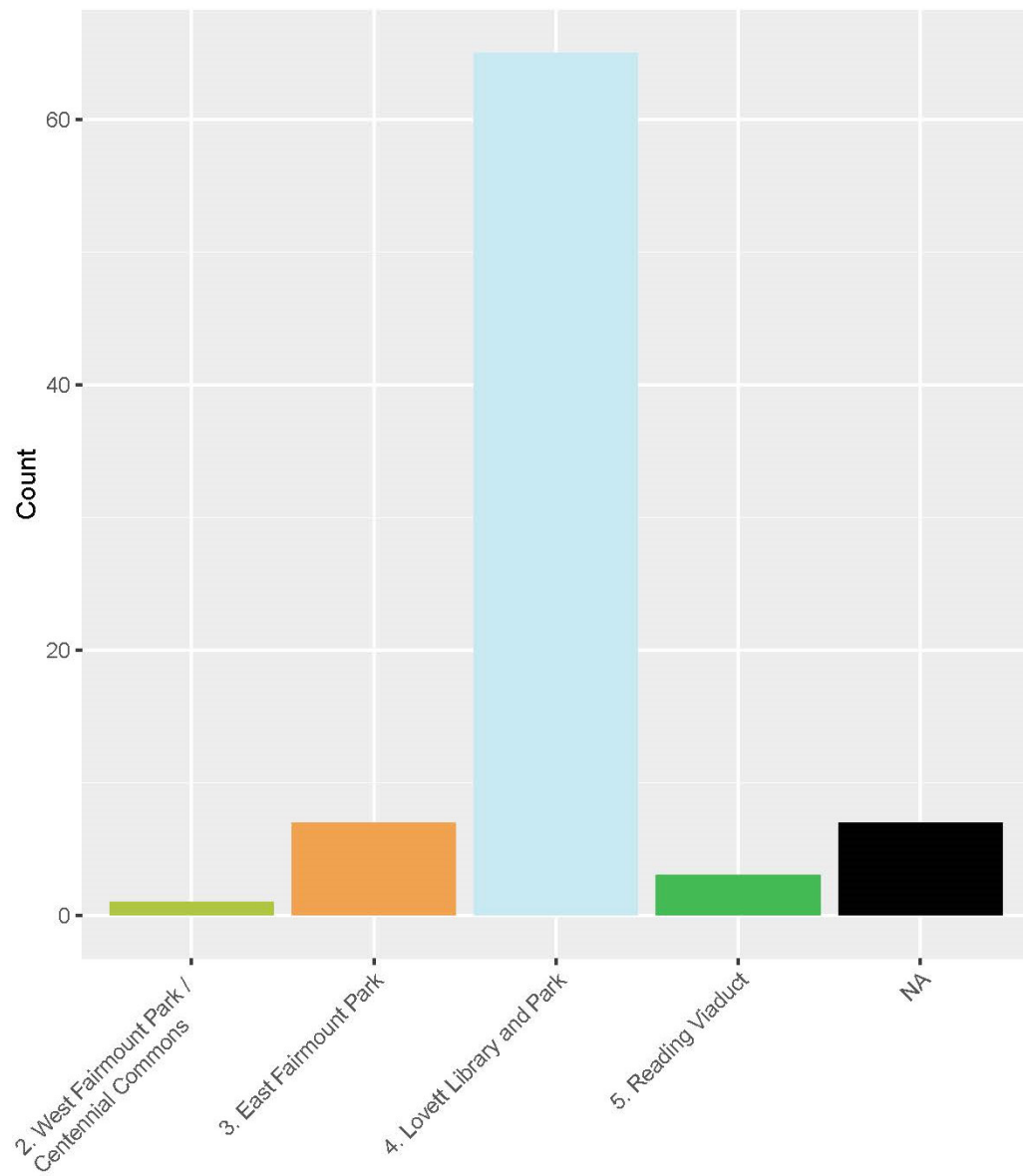31. What is the highest degree or level of education you have completed?

32. Which of the following would you use to describe your race or ethnic background?

33. Please identify your gender.

Male	Female	Other	Prefer not to answer	NA
26	58	0	0	4

34. Have you ever visited any of the following sites?
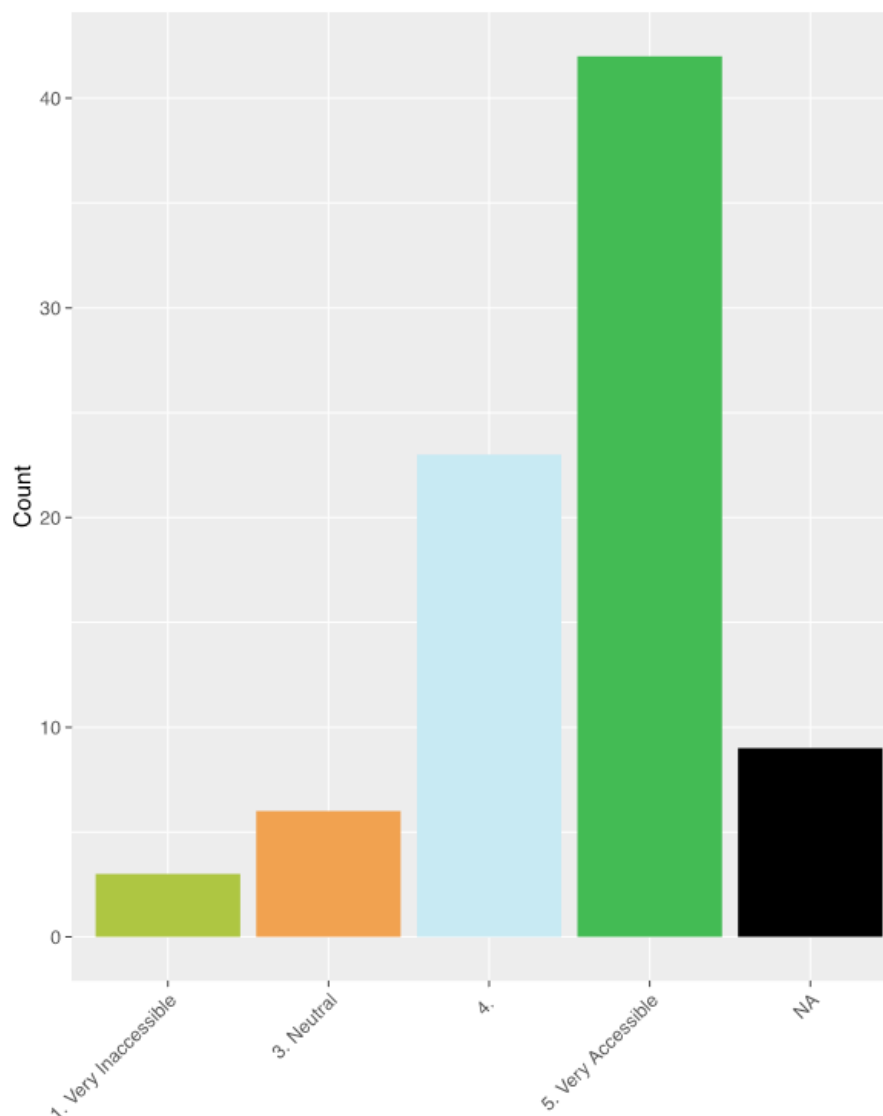
35. How often do you use the Lovett Library?

Never	Once a year	Once every six months	Once per month	Once per week or more	NA
12	4	10	22	26	14

36. (If subject uses library more than "never") When you visit the library, do you also visit the park?

Never	Sometimes	Always	NA
17	35	10	26

37. Do you find the Lovett Library facility to be accessible by personal or public transit?

38. When you visit the park, do you also visit the library?

Never	Sometimes	Always	NA
19	37	13	19

39. Have you participated in any programs or events at the park or library?

| No	Yes	Don't Know / Don't Remember	NA
32	39	5	12

40. Do you visit other library branches?

No	Yes	Don't Know / Don't Remember	NA
17	61	0	10

41. When you visit the park, do you also visit businesses along Germantown Avenue?

Never	Sometimes	Always	NA
8	52	15	13

42. (If subject visits Germantown Ave businesses) When you visit businesses along Germantown Avenue are you more likely to visit businesses north or south of the park?
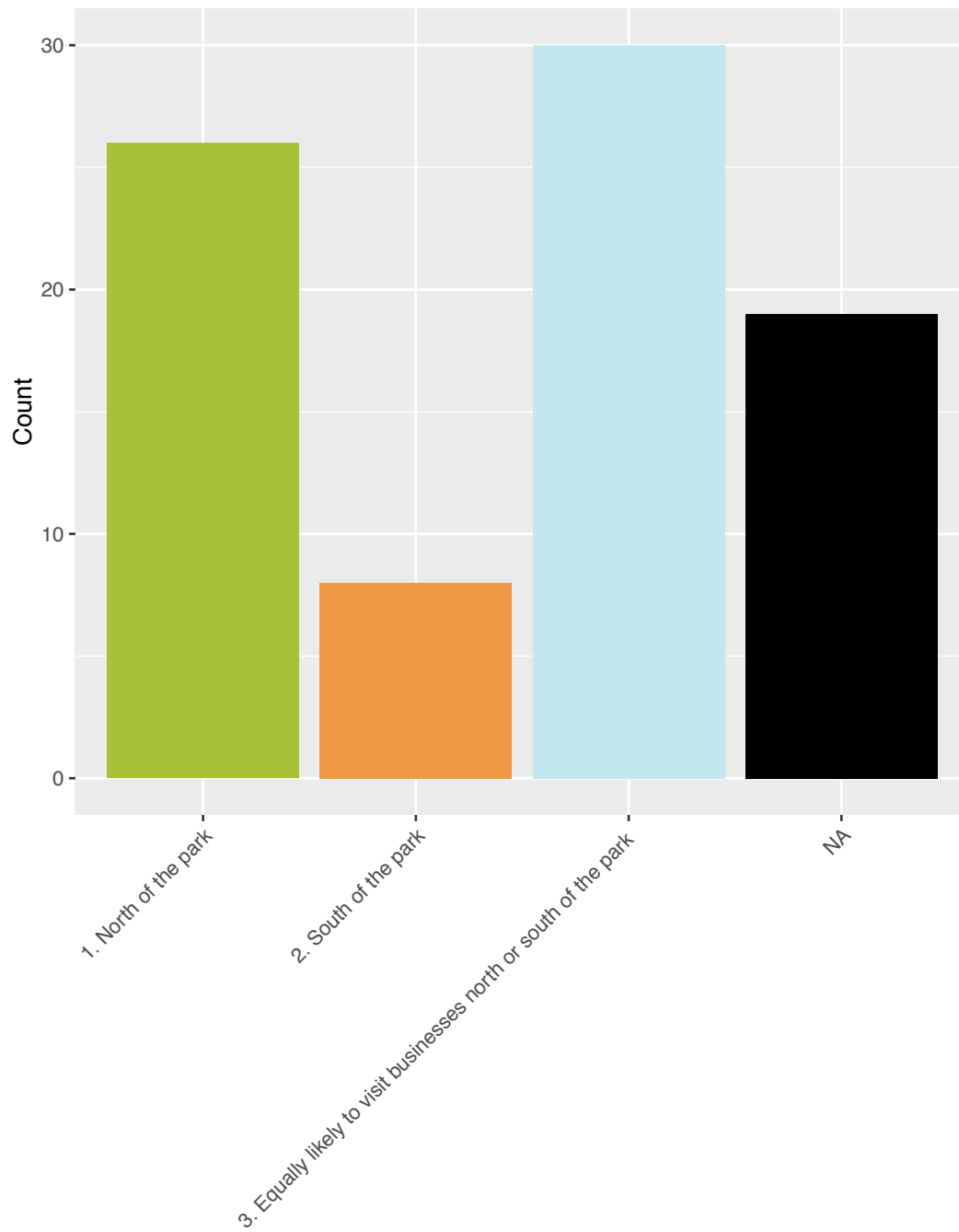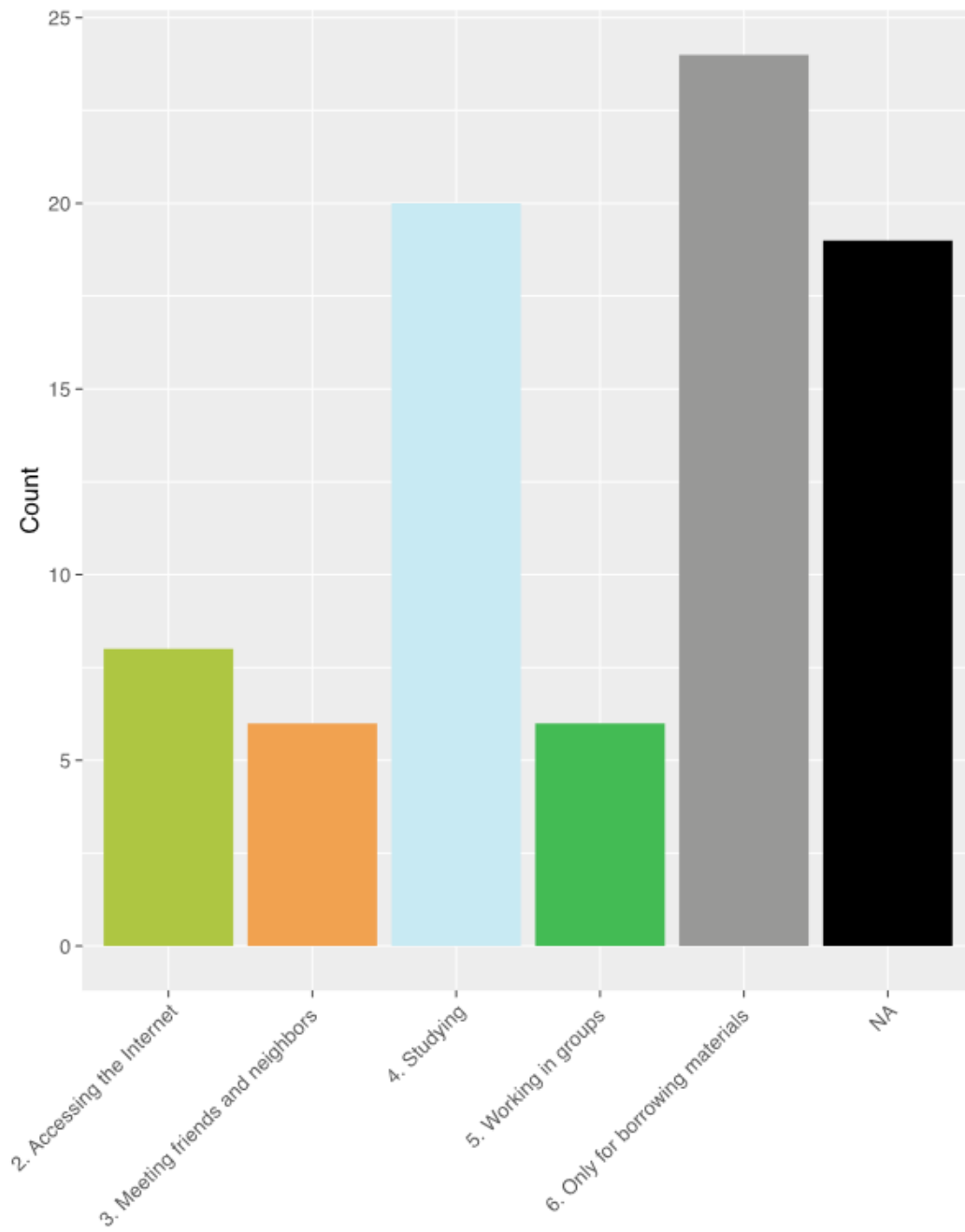
42a. (If subject visits Germantown Ave businesses) When you visit businesses along Germantown Avenue are you more likely to visit businesses north or south of the park? (subdivided by self-identified racial group)
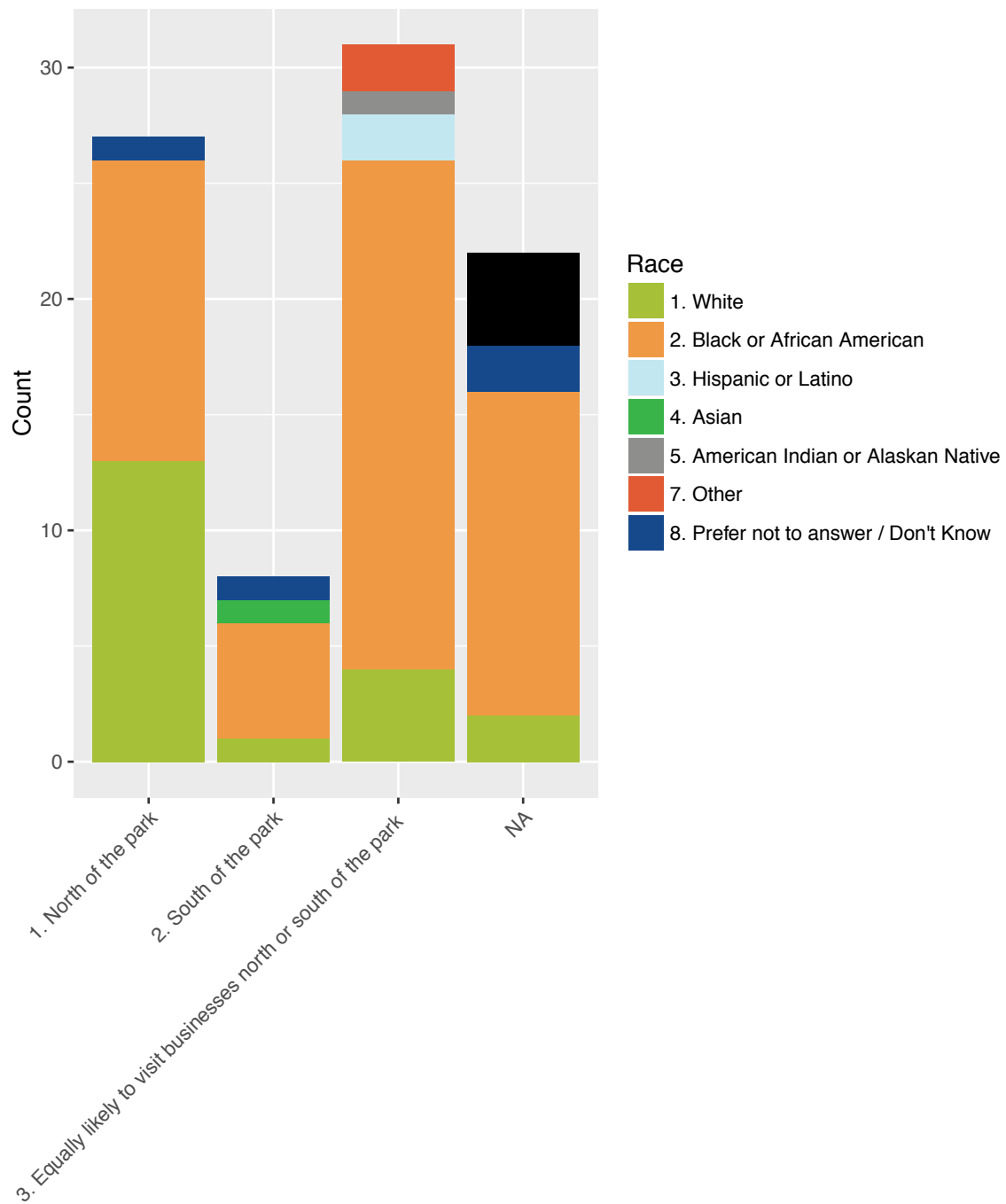
43. Other than borrowing materials, how do you use the library's facilities and services?

44. What types of programming would you like to see in the park?

- Cleanliness
    - "Need trash cans and recycling"
    - "Trash receptacles"
    - "No smoking or littering signs"
    - "Lots of people sleep in the park"
- Exercise/Health
    - "Exercise programs (line dancing, hula hoop, tai chi)"
    - "Exercise, ballroom dancing"
    - "Exercise, yoga and Pilates"
    - "Health and Safety activities"
    - "Yoga"
    - "Health awareness"
    - "Health fair, health screenings"
    - "Clean up after dogs, signage"
- Community Events
    - "Neighborhood meet and greet"
    - "Cooking classes"
    - "Partner with community north and south"
    - "Flea market"
    - "Scrabble tournament, (have) programming now at central library"
    - "Picnics"
    - "Summer lunches"
    - "Book clubs"
    - "Senior programs for the senior home across the street"
    - "Nature programs, lecture series"
    - "Theater"
    - "More community stuff"
    - "Community art show"
- Park/Library Features
    - "WIFI"
    - "Concession stand (small vendor)"
    - "Water fountain feature"
- Activities for Children/Families
    - "Reading programs for kids"
    - "Playground"
    - "Kids movies"
    - "Free low-cost family activities, for/with children, math track"
    - "Nature programs for kids"
    - "Readings for children"
    - "Activities for children, previous children's library wasn't very inviting"
    - "Kid-friendly and dog-friendly programming"
    - "Natural adventure playground for kids (like Discovery Garden at Sister Cities Park)"
    - "Kid + parent friendly entertainment"
    - "Make it kid friendly"
    - "Activities for kids"
    - "Kids programs"
    - "Youth programs with families, connect programs with reading"
    - "Hard to get stroller inside and kids section is on the 2nd floor"
    - "Play"