

JONAS STREET PARKLET

Monitoring & Evaluation Data

June 2016

Prepared by CoDesign Studio for the City of Yarra



Users at Jonas Street Parklet January 2016

1. Introduction

This document provides a graphic summary of data and findings recorded and analysed by CoDesign Studio as part of its **monitoring and evaluation** undertaken at the Jonas Street Temporary Parklet **between January – June 2016**.

Note that this *is not* a full evaluation report (with analysis and suggestions). CoDesign has not been asked to provide comment or suggestions by way of a full evaluation summary. This document is a better way to represent the tabulated data provided in the appendix excel spread sheets.

Monitoring and evaluation (M&E) processes were employed by CoDesign Studio to capture the way people use and perceptions of this temporary public space before and during the parklet trial. These activities included (but were not limited to):

- > **Time lapse recording:** capturing the site at 5 second intervals over established times in order to assess user behaviour and numbers. *(See appendix 1.3 for full data entries. Raw data footage is available on request)*
- > **Place Audit interviews:** Prior to the parklet installation, CoDesign conducted a number of interviews on site with the community and discussions with local traders and stakeholders (including the RABA). This helped establish a baseline recording of the site in its existing condition. *(Some of the transcribed interviews are provided in appendix 1.4.)*
- > **Vox Pop interviews** (quick on site questioners to establish a sense of place, user demographic, age and location. *Full transcripts available on request*)

1.1 PARKLET TIMING

- > **Pre Install January 15-21, 2016**
Initial on site engagement and consultation- Place Audit (1:1 interviews with traders, Vox pops, stakeholder meetings, time lapse baseline data)
- > **Installation January 22-23, 2016**
Time Lapse data recordings
Opening of site : Luna Festival (24 January)
- > **Post Install/ trial period January 24- June 30, 2016**
Timelapse data recordings (04 February)
Vox Pop on site interviews (14 May – 06 June)

2. Data Collected – Vox Pops

2.1 OVERVIEW

CoDesign conducted short on-site interviews at two key stages to gather people's perception of place. The interviews were conducted on site (Jonas Street) between the Victoria St. super-stop and Butler Street. They were conducted at two key points:

Stage 1: Prior to the installation of the parklet (Place audit. *See methodology appendix 1.5*)
See appendix 1.4 – *Place Audit questionnaire response (Tuesday 19th January)*

Stage 2: At four (4) occasions after the park had been installed.

CoDesign Studio led over **41 in-depth conversations** with users at the parklet on the **14 of May, 30 of May, 3 of June and 6 of June** respectively.

Users were asked a number of questions regarding how they perceive and engage with the temporary space since its installation.

A copy of the questions asked is provided in appendix 1.1

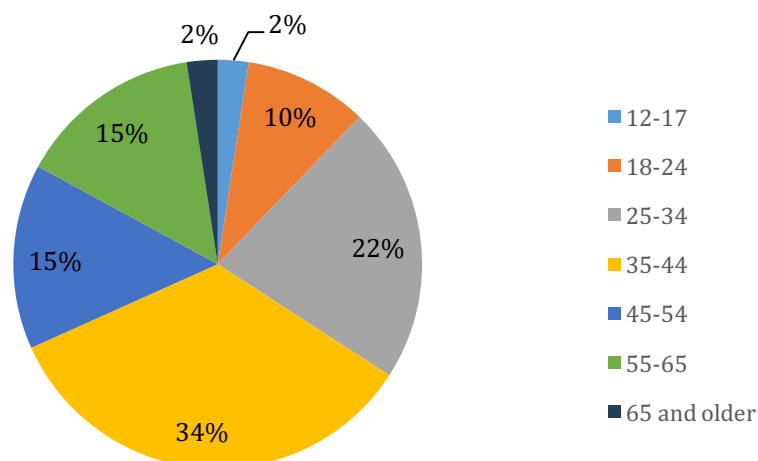
2.2 VOX POP DEMOGRAPHICS

Demographic data was collected as part of the Vox Pops to capture a broad snapshot of the site users.

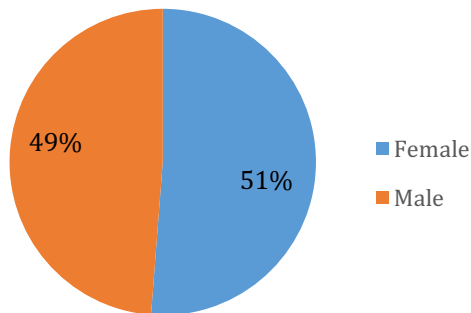
In summary:

- > More participants identified as not-local (58.5%)
- > Most participants ranged between 35-44 years old (34%)
- > An equal proportion of males and females were interviewed.

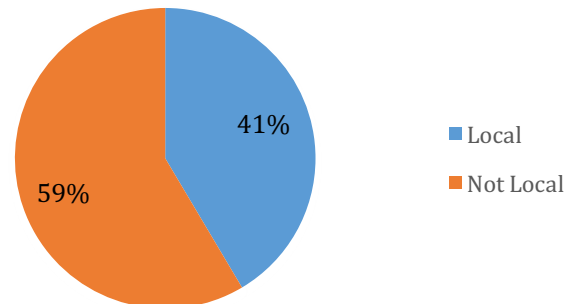
Interviewees by Age Group



Interviewees by Gender



Local/Not Local



2.3 VOX POP PERCEPTIONS

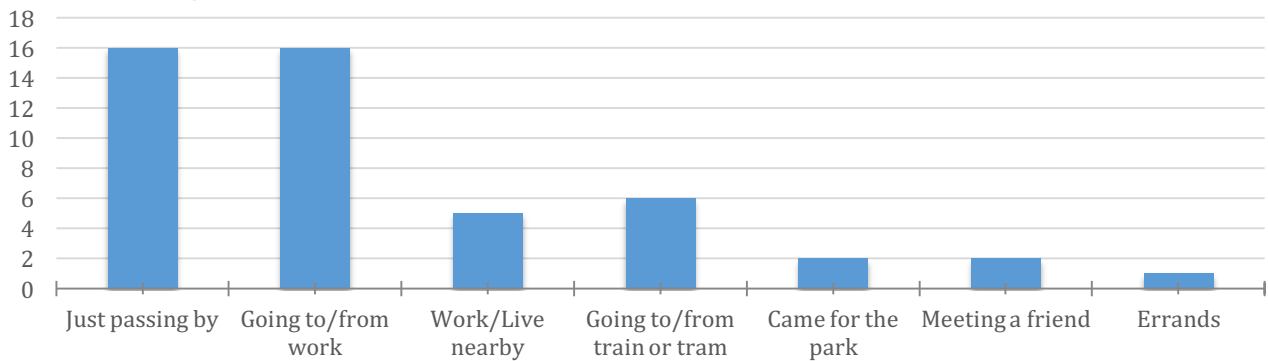
Based on conducted interviews (Vox Pops) the following key responses were noted by participants:

- > A vast majority would like to see the temporary parklet made permanent (80.5%)
- > A small percentage want the park removed and the road re-opened (12.2%)
- > A small percentage had no opinion (7.3%)
- > For those who had used the park more than once (since its installation, 68.3%), the key reasons were:
 - Meeting with friends;
 - Relaxing and reading,
 - Having lunch and coffee breaks lunch
- > From those who were positive about the temporary park, the key themes were:
 - Improved amenity and overall feeling of safety
 - Improved colour and greenery
 - Positive attitude to new trees
 - A great place to meet and sit.
- > The main reasons proposed against installing a park permanently were:
 - traffic safety concerns,
 - traffic congestion concerns,
 - safety concerns (specifically drug and alcohol users, night users, and general negative perception of the area)
- > Despite some negative concerns, an overwhelming majority said they felt safer in the space since its installation (70.7%) However the 'feeling safe' comment was general met with a 'but'... suggesting the need to:
 - increase feelings of safety during the night,
 - More/ improved lighting and,
 - cameras were suggested to improve the overall feeling (perception) of safety.
- > When asked what could be improved if the park were made permanent; we heard the following:
 - More real greenery (trees, plants, flowers, use of natives),
 - More seating and amenities,
 - More community activities,
 - Improved lighting.

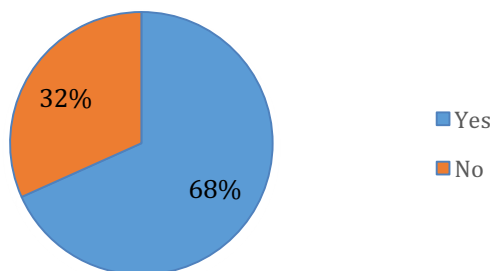
A general snapshot of the collected data is shown in the following tables. Full tabulated data recordings of responses can be seen in the appendix 1.2

GRAPHED RESPONSES

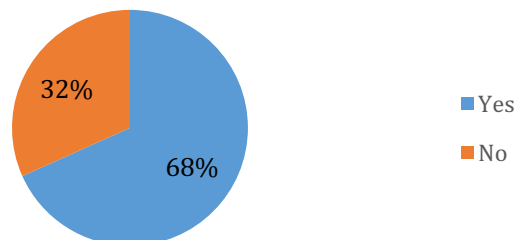
What brings you to this place?



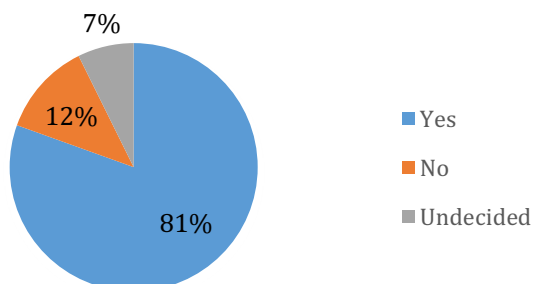
Have you used this park before?



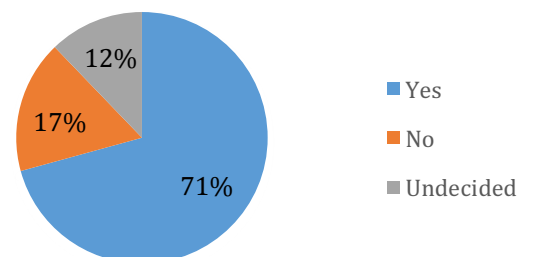
Did you know about the park before?



Would you like this space to become permanent?



Do you feel safe in this space post installation?



SANP-SHOT QUOTES:

[May 14]

"It's a good space during the day, but not at night."

"Love it, but it needs more community activities; market, food trucks, coffee shops; chess-board; piano."

"Not great for sitting alone because of the general area."

"The park brightened up the useless space. It's good for coffee meetings and lunch."

[May 30]

"I can have lunch somewhere that feels a bit more natural; it gives you a breathing stop."

"Keep the trees!"

"We like that you can relax and eat while chatting in a place that feels like nature while waiting [for the tram]."

"I like the space. My only concern is there is a lot of "druggies" on Victoria St."

[June 03]

"I would rather have this [parklet] than just a blocked off street"

"There are not enough trees along Victoria Street, its good to see more trees here"

"Needs more lightning especially during the evening, there might be a lot of drunks and drug addicts, but that's just Richmond. I actually feel safer in this place during the day"

[June 06]

"It was dangerous for cars to turn on that corner anyway (Jonas with Victoria), traffic, is actually better now"

"They should re-open the road."

"Awesome! I breast feed my child here, but it can be dangerous at night I think"

"It's just not the place for it. A lot of junkies, it's about the location. Nice idea but not the best location. Victoria street is just horrendous".

"It was dangerous for cars to turn that [Jonas & Victoria St] corner. It's safer now"

"So much better. We have so much grey stuff [on Victoria Street]. This is great!"

Key words

The following graphic (right) demonstrates the key words that were heard (positive and negative) from survey participants.

*For full tabulated Vox Pop responses see 1.2.
Original transcripts (scanned pdf) can be made
available on request.*



3. Data Collected – Time Lapse

3.1 OVERVIEW

Time-lapse Data

The time-lapse data captured activity along Jonas Street before the trial, during the installation and after the installation had been completed at various time periods.

Time lapse data was recorded to reveal a snapshot of human behaviour within the Jonas Street parklet. A camera was positioned on the overhead light pole along Victoria Street (looking directly down Jonas Street).

Recordings were observed at the following days and times:

Pre-Trial

- > Monday 18 of January (evening) to Tuesday 19 of January (morning)

During Install

- > Thursday 21 of January (evening) to Friday 22 of January (morning)

Post-Install

- > Thursday 04 of February (evening) to Friday 05 February (morning)

The time lapse camera takes a photo every 5 seconds. Individuals cannot be recognised through this form of recording, however use patterns and numbers can be assessed. CoDesign recorded the following user types when observing the recordings:

- Transient users*
- Users in groups (2 or more)
- Individual users
- Cyclists

The data observed has been depicted at various points to show the level of activity during different times of the day spaced at 15-minute intervals in 3 hour blocks.

**Transient users are defined as people who walk through the space without stopping. These numbers are not included in the total people figures (except for the pre trial analysis whereby all users are arguably transient). A user/ transient user must interact or go through the space. In this sense, any person walking past the park along Victoria Street is not considered a user.*

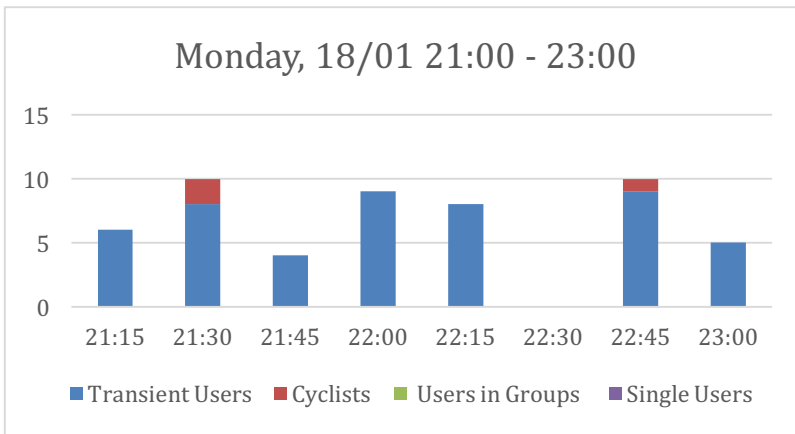
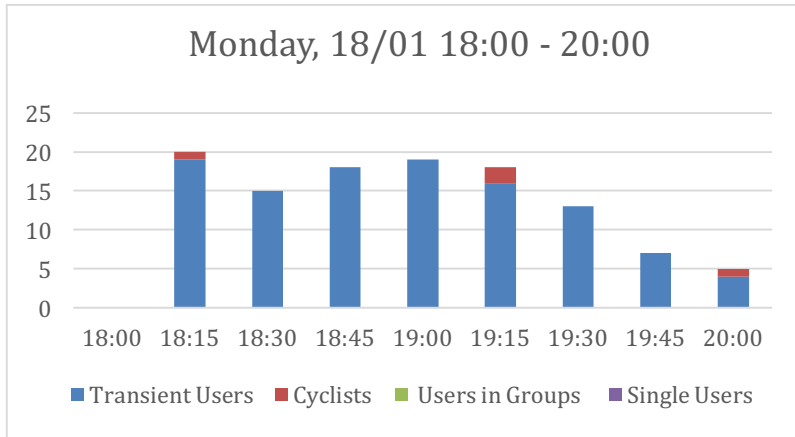
Graphs and tables of recorded data follow overleaf. We have split them into ‘Evening’ recordings and ‘Morning’ recordings.

Please note: This data has been synthesised into graphical form, however it has not been evaluated or analysed by CoDesign Studio (as requested).

3.2 EVENING DATA

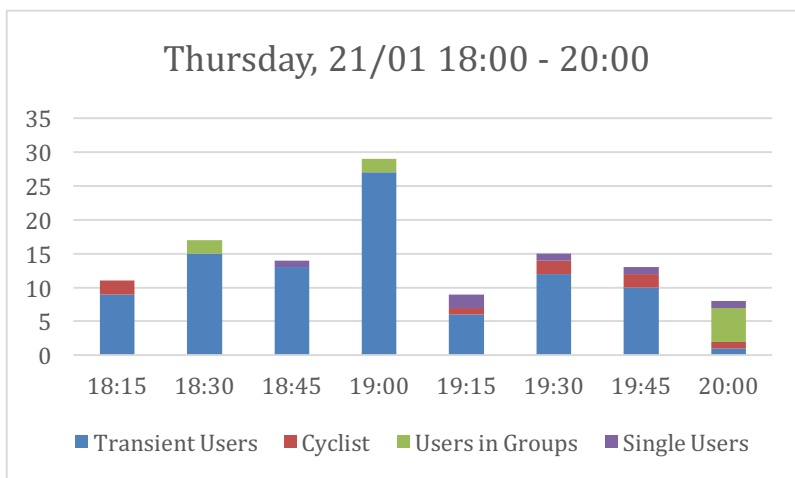
3.2.1 PRE INSTALL

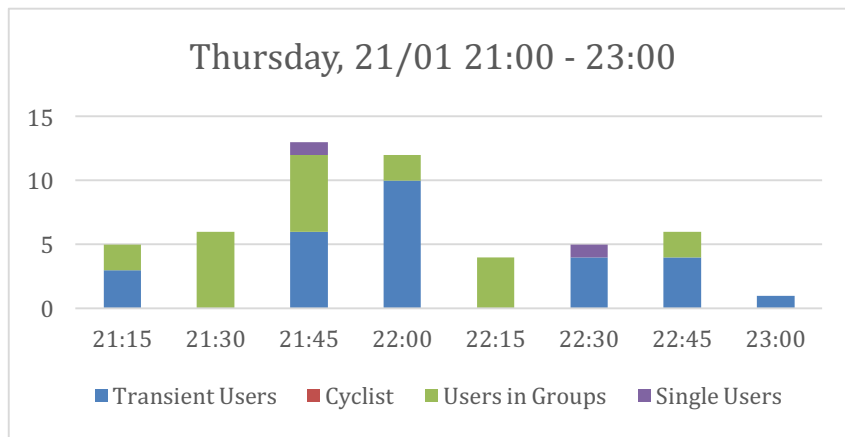
Monday 18th January



3.2.2 DURING INSTALL

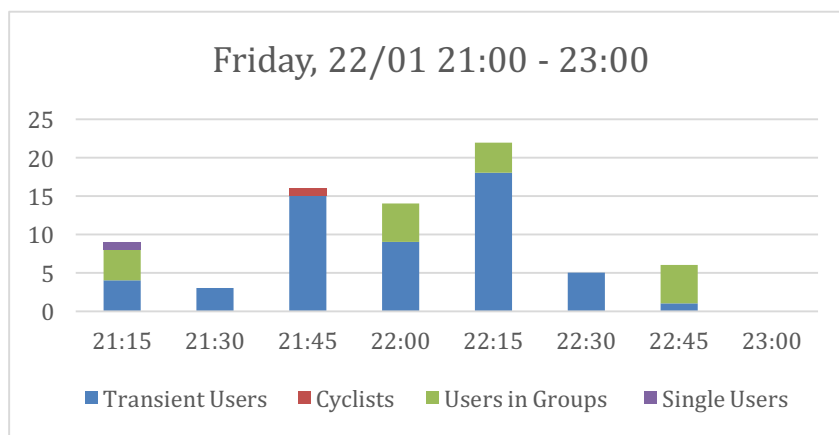
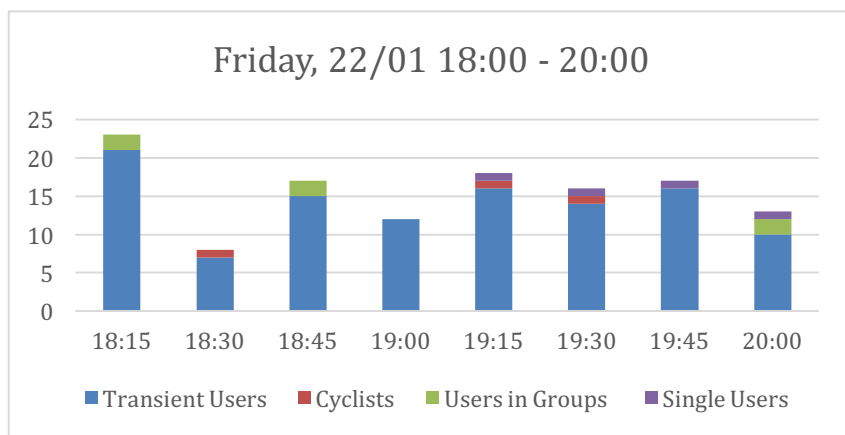
Thursday 21st January



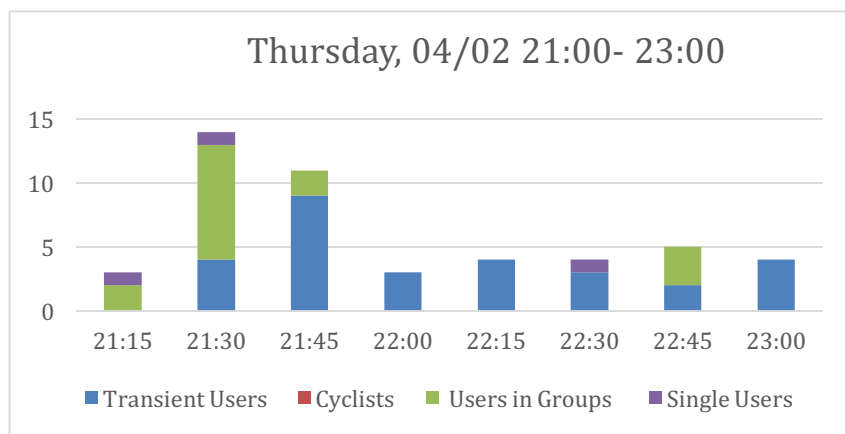
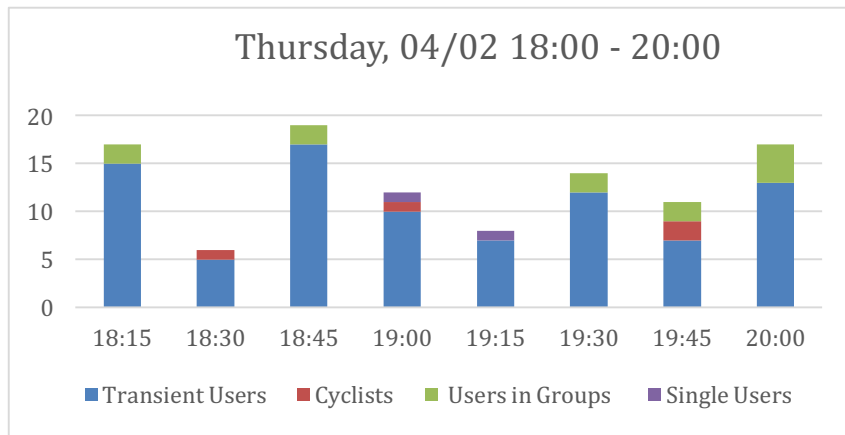


3.2.3 POST INSTALL

Friday 22nd January



Thursday 4th February

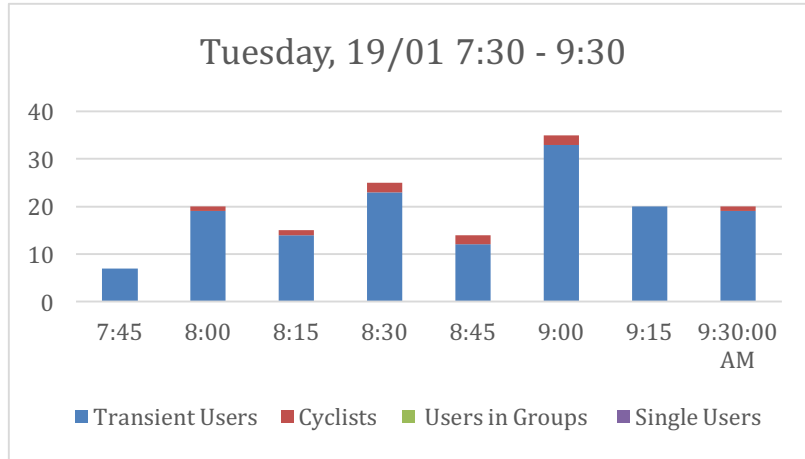


Continued overlap (mordning data)...

3.3 MORNING DATA

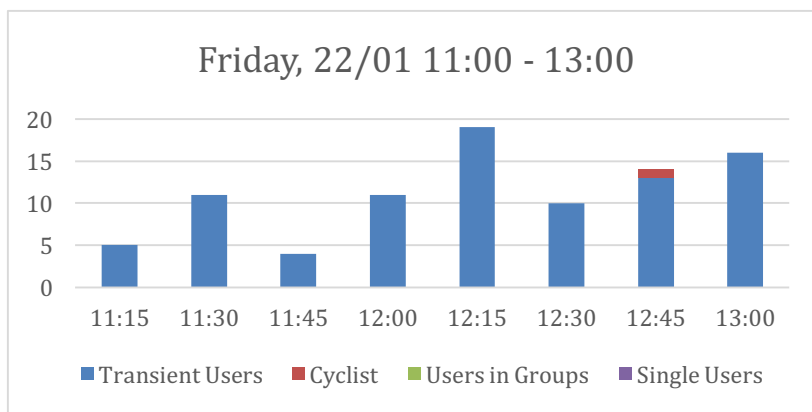
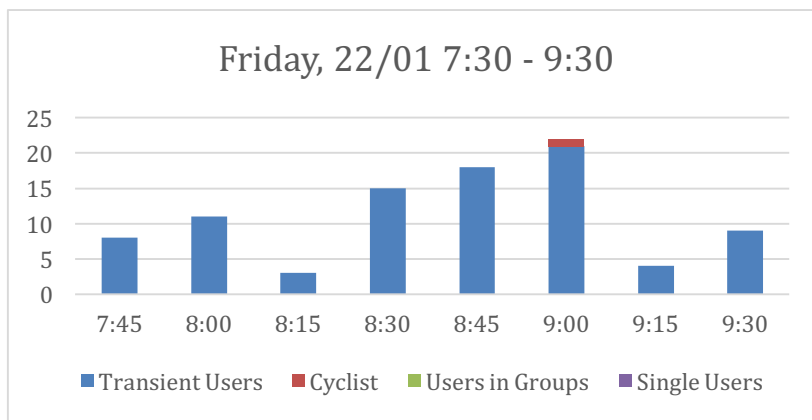
3.3.1 PRE INSTALL

Tuesday 19th January



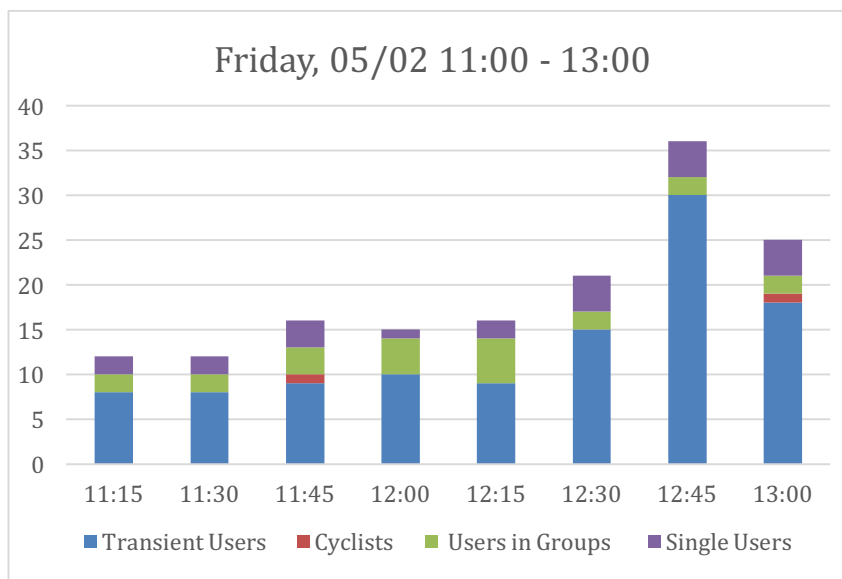
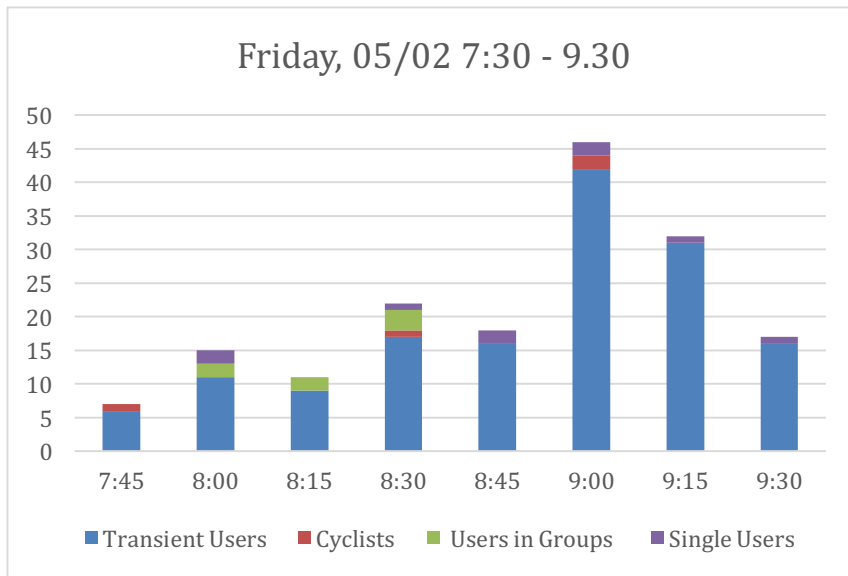
3.3.2 DURING INSTALL

Friday 22nd January



3.3.2 POST INSTALL

Friday 5th February



7. Appendix

The following documents are available as attachments to this report:

APPENDIX 01

- > 1.1 Vox Pop questionnaire (overleaf)
- > 1.2 Vox Pop response summary (excel spread sheet)
- > 1.3 Time lapse data entry recordings (excel spread sheet)
- > 1.4 Place Audit questionnaire responses (typed transcript 2.3)
- > 1.5 Place Audit methodology

APPENDIX 02

The following documents/ files are available upon request as attachments to this report:

- > 2.1 Raw data footage of time lapse (NB. Large .mov files)
- > 2.2 Original transcripts of Vox Pops (scanned pdf)
- > 2.3 Original transcripts of Place Audit interviews (scanned pdf)

[Appendix 1.1_Vox Pop Questionnaire]

Vox Pop Survey by:

Date:

Time:

Age: ☐ >12 ☐ 12-17 ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-65 ☐ +65

M/F

Local/Not Local

What brings you to this place

- Going to/ from work
- Just walking by
- I knew there was a park here
- Coming from/ to train/ tram
- Coming to this place specifically
- Other (specify):

Did you know this place was here?

Y/N

How would you describe it in a word?

Have you used this place before? If yes, what for:

Y/N

- Socialising
- Relaxing
- Having lunch
- Meeting Friends
- Arranged activity
- Other (specify):

What do you like/ dislike about this place?

- It feels safer
- Somewhere to relax
- Other (specify):
- Improved amenity
- Good meeting place

Do you feel safe in this place?

Y/N

Would you like to see this place become permanent?

Y/N

Why/ Why not?

If you could change/ add one thing?

- More activities
- More permanent structures
- Other (specify):
- Better amenity (shelter/ seating/ lighting/ bins/ etc)
- More greenery

Any other comments?