Revitalizing Public Spaces Through the Power of Technology

Greater & Greener | CITY PARKS ALLIANCE

CONFERENCE TRACK

Inclusive Parks and Public Spaces

Greater & Greener | CITY PARKS ALLIANCE

Support for this session is provided by:

KNIGHT FOUNDATION

Greater & Greener | CITY PARKS ALLIANCE

PROFESSIONAL AND CONTINUING EDUCATION

GENERAL CEUs

- Ensure your conference badge is scanned upon entering and exiting the session.
- Request your session transcript from a City Parks Alliance staff member.
- Transcript requests will be fulfilled within 10 business days of the request date.

LA CES

- Ensure your conference badge is scanned upon entering and exiting the session.
- Complete the session evaluation in the mobile app.
- Request your session transcript from a City Parks Alliance staff member.
- Transcript requests will be fulfilled within 10 business days of the request date.

AICP

- Self-report your participation on the AICP website
- Ensure your conference badge is scanned upon entering and exiting the session.
- Complete the session evaluation in the mobile app.

Participation data is shared electronically with the accrediting agencies.

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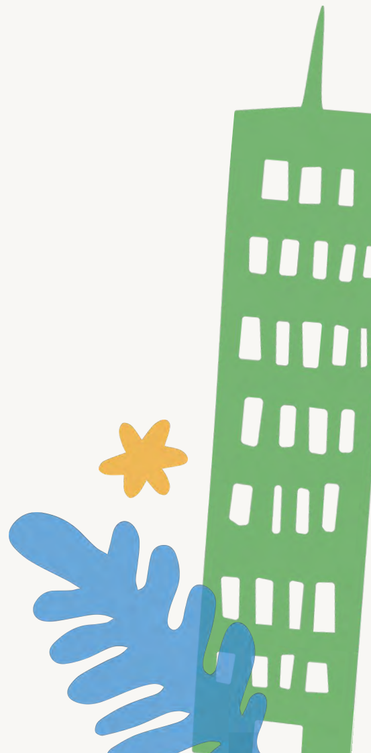

Revitalizing Public Spaces Through the Power of Technology

Friends of the High Line

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The High Line, NYC

Operated & maintained by Friends of the High Line

Seated Conversations

Older Adult Wellness

¡Arriba! Latin Dance

Goals & Objectives

What are we looking to achieve?

- Attract wider range of visitors
- Amplify physical programming
- Identify best practices
- Serve as a model for peers

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Consultant Team

Neysa Pranger
Principal, UrbanSense

Manasvi Menon
Principal, UrbanSense

Emily Ladau
Accessibility Consultant

Greater & Greener | CITY PARKS ALLIANCE

Project Phases

01

Phase One

Accessibility

Needs Assessment

02

Phase Two

Recommendations

Roadmap

03

Phase Three

Tech Pilot

Implementation

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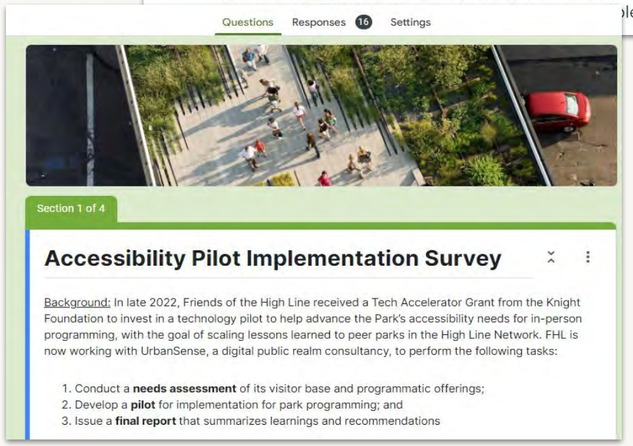
Needs Assessment

- Thorough document review
- Community outreach session
- Staff survey & interviews
- SME focus group

Breakout Group Q+A and Report Back

Please join your breakout group and discuss the following questions for 10 minutes; afterwards, we'll reconvene and each group will report back on their main findings for each topic

- **Vision**: What is your vision for accessibility with programming at the High Line? What are the criteria that would make it more likely for you to participate in programs (lectures, tours, exhibits, tai chi, guided meditations, etc.)
- **Current State:** What are your experiences, or what are you hearing from your community, in terms of needs and challenges with respect to both physical and digital programming and tools? Have you encountered any barriers (and if so, what)?
- **Peer Practices:** Any peer public spaces or cultural institutions that you have ...le programming?



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Subject Matter Expert Focus Group

Chancey Fleet

Meryl Evans

Nefertiti Matos

Recommendations Roadmap

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PERSONAL PA FM
DIGI·WAVE
WILLIAMSSOUND

Outcomes & Next Steps

- Needs Assessment → Ongoing accessibility strategy
- Recommendations Roadmap → Accessibility priorities & solutions
- Roadmap & Pilot → Future funding requests & opportunities
- Lessons learned → High Line Network

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Thank You!

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Technology at Philadelphia's Rail Park

Plan & Policy Framework for Public Wifi

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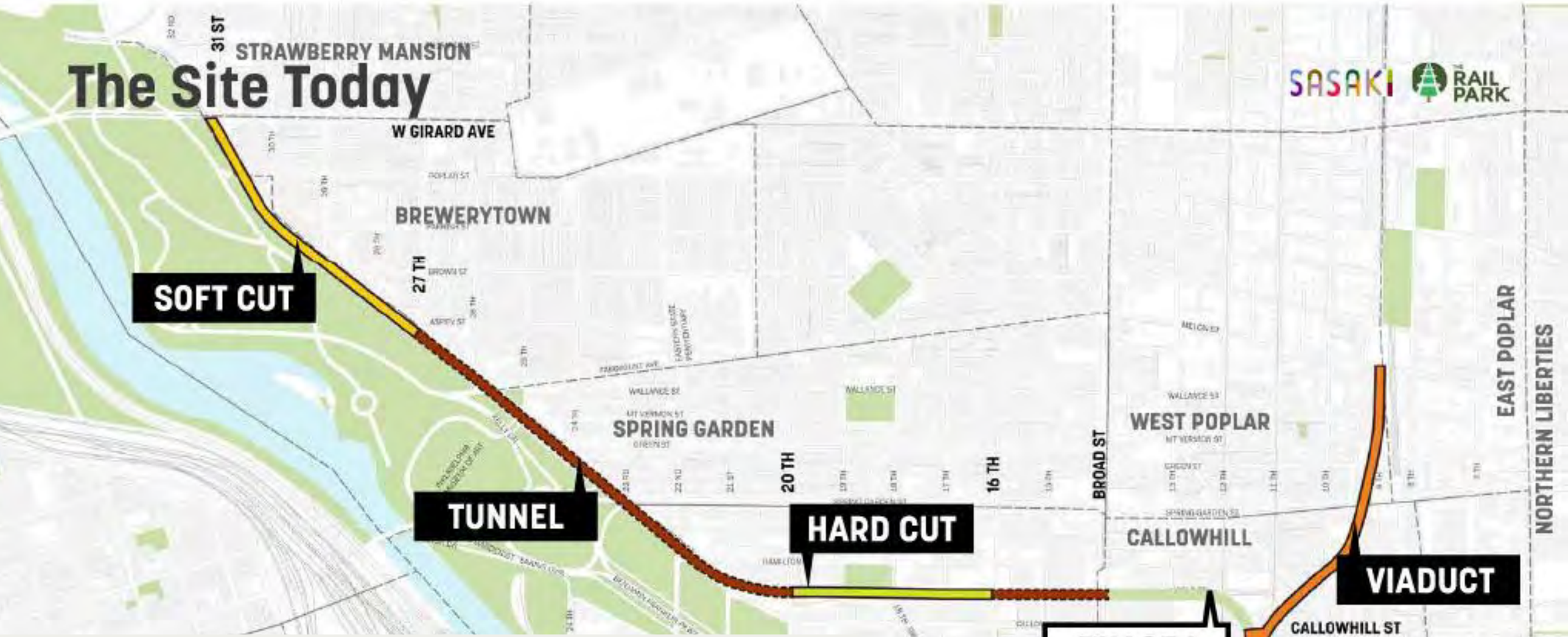
The Rail Park

Philadelphia, PA

An infrastructure reuse project transforming historic rail line into vibrant & inclusive public green space.

Friends of the Rail Park's mission is to enrich the health, culture, and ecology of the city, creating inclusive opportunities for neighbors and residents.



The 3-Mile Vision

Connecting Philadelphians to the city and each other like never before!

Research Goals

Background & Context

Pre-planning work laid the foundation for FRP's longer-term goal of understanding how technology can be a binding agent in the organization's broader thinking, planning, and advocacy work around the community and equitable development in the 10+ neighborhoods the Rail Park touches, and Philadelphia as a whole.

How should FRP prepare for and establish data and privacy policies and practices that are realistic, embraced by the public, and advance Park goals?

Research

Focus Areas

- Implementation & Cross Sector Partnerships
- Data Collection & Access
- Community Engagement, Outreach, Accessibility, & Equity

Process Design

Team

FRIENDS OF THE RAIL PARK

Executive Director and Community Development Staff

URBANSENSE PARTNERS

Consultant with expertise in user-centered and community-driven approaches to technology planning for the public realm

COMMUNITY

Advisory group providing necessary local political and infrastructural context

Designing for Outcomes

Intended Outcomes:

- Field scan and applicable case studies
- Policy recommendations for public wifi use and data collection
- Recommendations for implementation
- Document the discovery process
- Identify funding opportunities to continue and scale the work
- Identify additional partners & capacity needed for implementation

Research Process

RFP Process

UrbanSense selected through public RFP process

Convene Committee

Crafted job description, selected stakeholders to provide feedback and ideas

Analysis

- Kick-off
- Document Review
- Peer / Best Practices Research
- Site Visit

Final Report

Synthesize findings into actionable recommendations that can be scaled to Network Members.

Spotlight: Advisory Committee

- Expertise in climate technology, GIS, private investment & funding, tech advocacy, community development funding, digital inclusion
- Stakeholders from city government, academic institutions, funders, and tech companies
- Participated in full group discussions, individual interviews, and provided feedback on analysis

Results & Recommendations

Recommendations

Implementation & Partnerships

Consider various funding sources (inc. government or entrepreneur grants, and university partnerships), leverage emerging technologies

Data Policy & Access

Use guiding values as north star, needs of end users should determine information collection, rely on best practices, partner thoughtfully

Engagement & Outreach

Partner with adjacent communities, integrate STEM in fun and creative ways, be destination & connector for Philly neighborhoods

Implementation Roadmap

Develop a Wi-Fi / Data Privacy Policy	Explore Partnerships for Wi-Fi deployment	Implement Wi-Fi	Foster Community Engagement through Digital	Pursue funding for technology-enhanced programs
#1 Pilot an open source communications standard	**#3** Outreach to potential ISPs and delivery partners	**#4** Research alternative deployments	**#9** Explore programming partnerships with schools and local organizations	**#12** Create a repository of potential funders
#2 Establish a data and privacy FAQ		**#5** Outreach to neutral host providers	**#10** Explore additional features in Boomerang and/or new CRM tools	
		#6 Explore a mesh network	**#11** Enhance tours with QR codes	
		#7 Evaluate costs of going solo versus splitting costs among partners		
		#8 Outsource telecom management		

Looking Forward

What is your hope for your community?
What is your hope for The Rail Park?
你对所在社区有什么希望?
你对铁路公园有什么希望?
I hope world
pecie
www.therailpark.org
@therailpark
friends@therailpark.org
Write, draw, photograph, or record your answers
写下,画出,拍下或录制你的答案

DETROIT
RIVERFRONT
CONSERVANCY

Rachel Frierson,
Senior Director of Programs and Public Spaces
Rachel.Frierson@detroitriverfront.org

"BEAUTIFUL, EXCITING,
SAFE, ACCESSIBLE..."

...WORLD-CLASS
GATHERING PLACE...

...FOR ALL"

FOUNDING PARTNERS
CITY OF DETROIT
THE KRESGE FOUNDATION
gm

ATWATER STREET

CULLEN PLAZA

DEQUINDRE CUT

DEQUINDRE CUT

WEST RIVERFRONT PARK

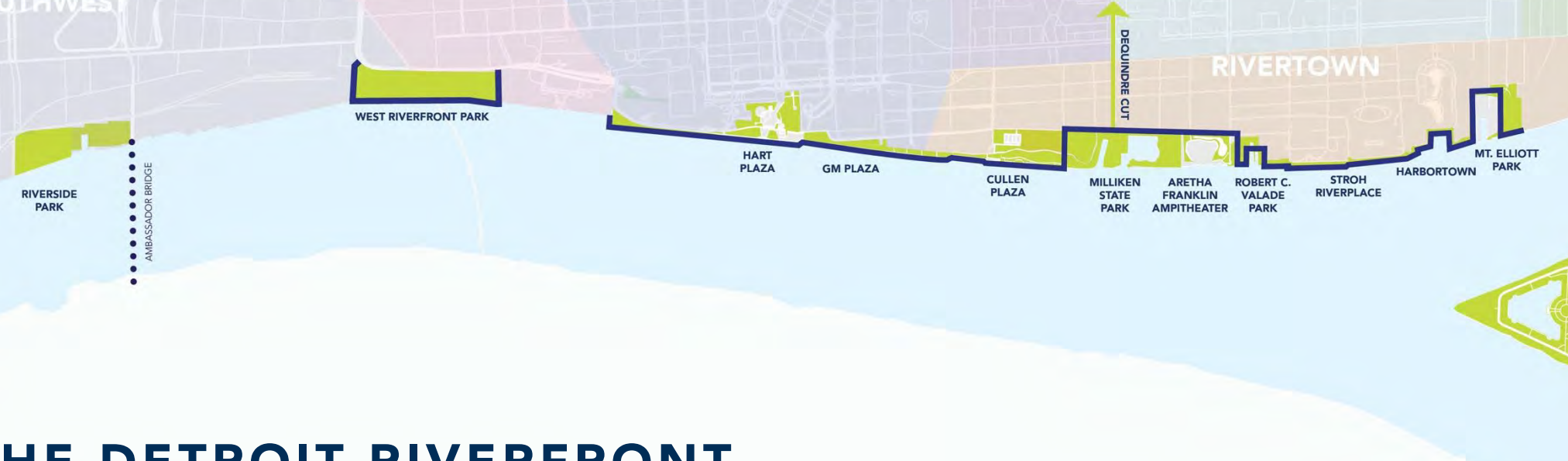
GM PLAZA

CULLEN PLAZA

DEQUINDRE CUT

MT. ELLIOTT PARK

GABRIEL RICHARD PARK



THE DETROIT RIVERFRONT

EXISTING RIVERWALK

PARKS & GREENWAYS

RALPH C. WILSON, JR. CENTENNIAL PARK

SOUTHWEST GREENWAY

WEST RIVERWALK

ROBERT C. VALADE PARK

DENNIS ARCHER GREENWAY

UNIROYAL PROMENADE

COMPLETING THE VISION

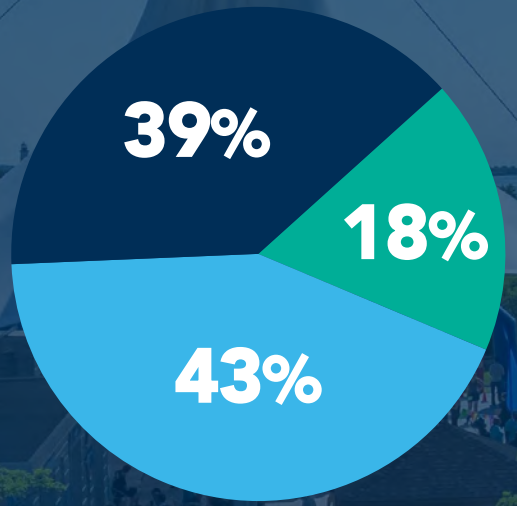
EXISTING RIVERWALK

FUTURE RIVERWALK

PARKS & GREENWAYS

DETROIT RIVERWALK
BEST IN THE USA
USA TODAY 10BEST
READERS' CHOICE
2021
USA TODAY 10BEST
READERS' CHOICE
2022
USA TODAY 10BEST
READERS' CHOICE
2023

DETROIT RIVERFRONT COMMUNITY



39% Detroit

43% Southeast Michigan

18% Other Michigan, USA & International

3,000,000+
Annual Visitors

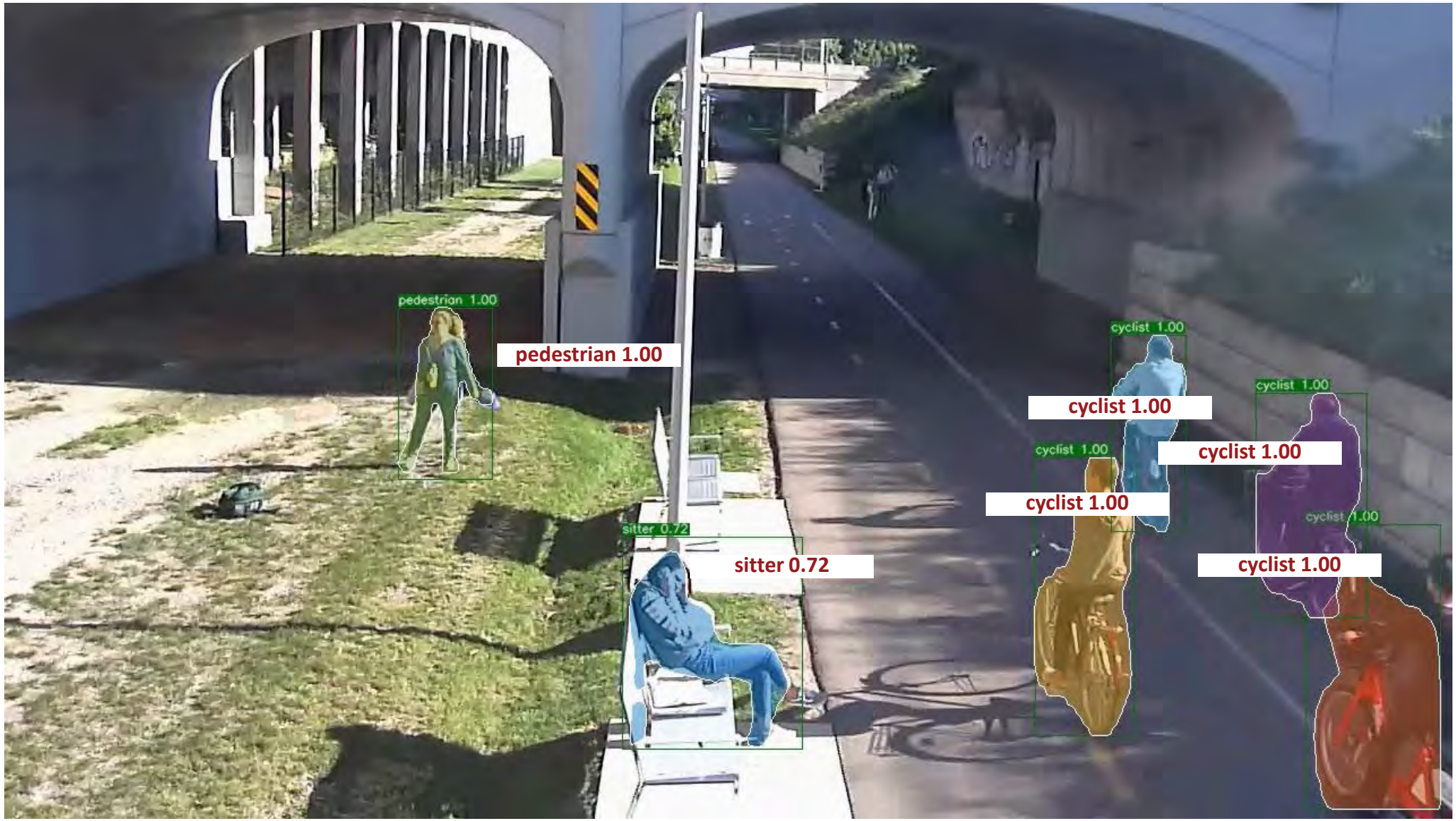
320,000+
Program Participants

100% of Detroit
zip codes visited in 2023

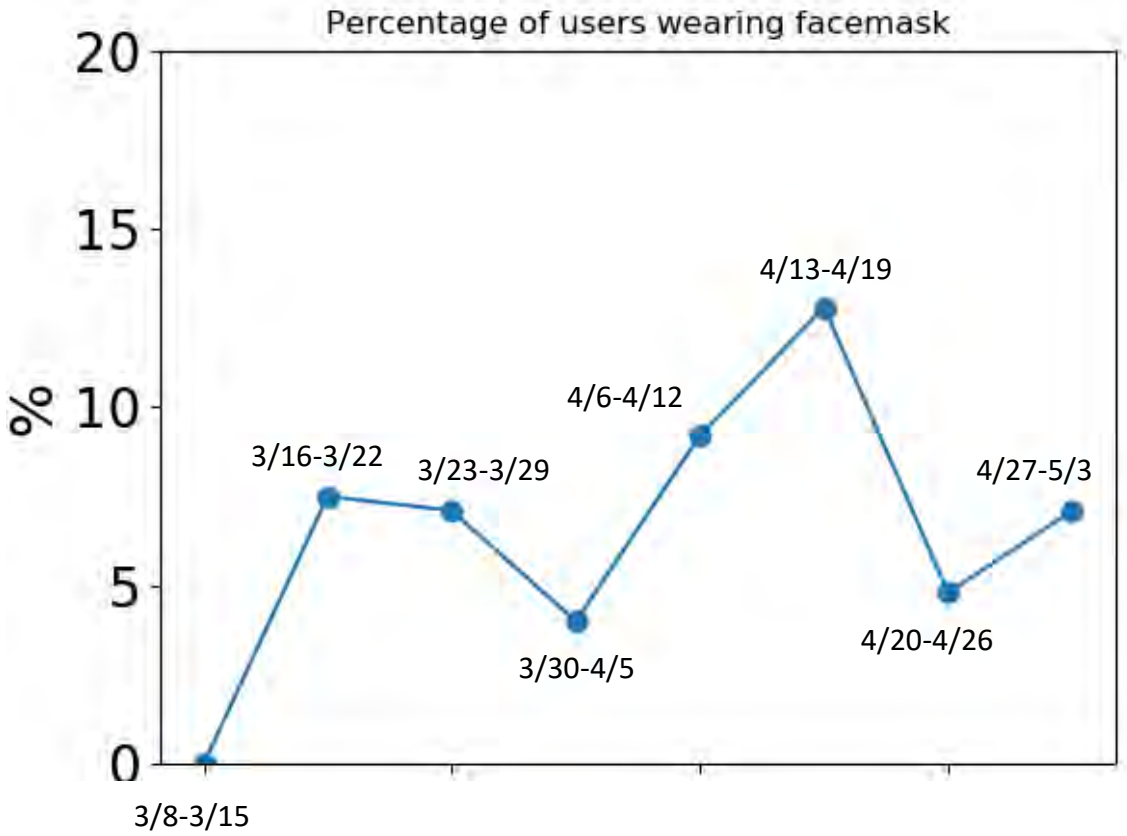
MEASURING USE THROUGH EXISTING INFRASTRUCTURE

UNIVERSITY OF MICHIGAN PARTNERSHIP

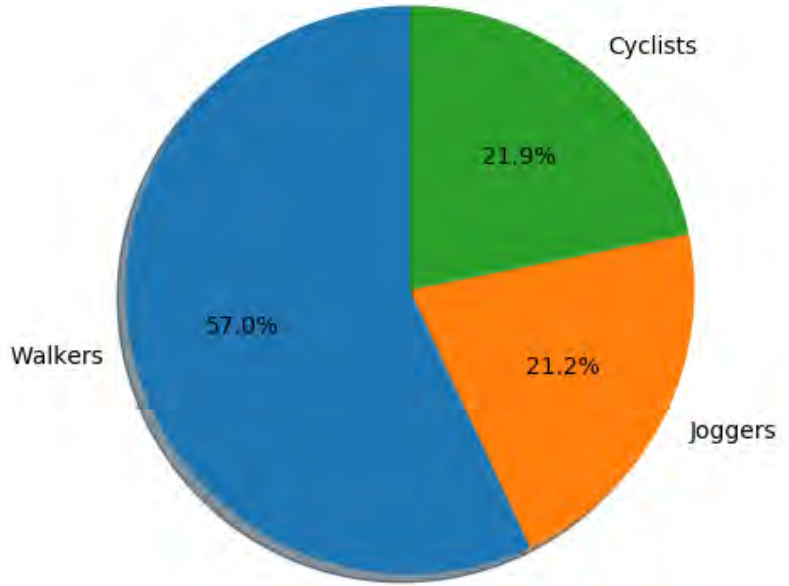
RESULTS: PEOPLE DETECTION



TOOLS DURING THE PANDEMIC



Who is wearing the detected masks?



WHAT IS SOCIABILITY?

Sociability Index- volume and interaction

Goals of park programs:

- Build community : (8)
- Make the place approachable : (8)
- Increase patron time on site : (7)
- Encourage mental wellness activities : (5)
- Drive traffic : (3)
- Expose people to new things : (2)
- Create spontaneous interactions : (2)
- Outdoor education : (2)
- Build relationship with space : (2)
- Bring in/support local business : (1)
- Highlight diverse cultures and minorities : (1)

Activity Index – traffic, activity, duration

Goals of park assets:

- Facilitate conversation and connectivity : (11)
- Increase comfort/sense of belonging : (5)
- increase accessibility : (5)
- Does it fit a need? : (5)
  -sit/respite/shade
- People are using it : (4)
- Facilitate connection to nature : (2)
- Encourage people to spend more time in space : (2)
- Self sustaining : (2)
- Facilitate interactions between strangers : (1)

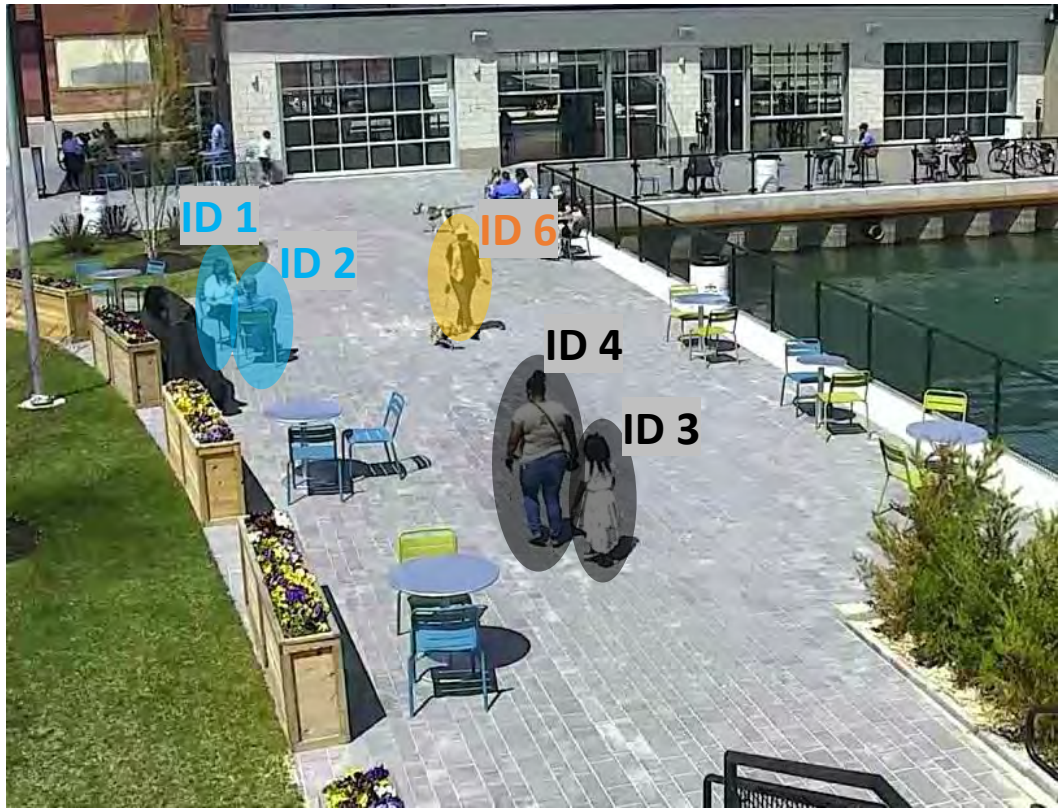
BUILDING A SOCIABILITY FRAMEWORK

Movement layer: Stroll, Jog, Standing, Sitting (w/ dog/stroller), cyclist

Location/furniture layer: Dining, Plaza, Bench, Bike lane, river view fence, fountain, etc.

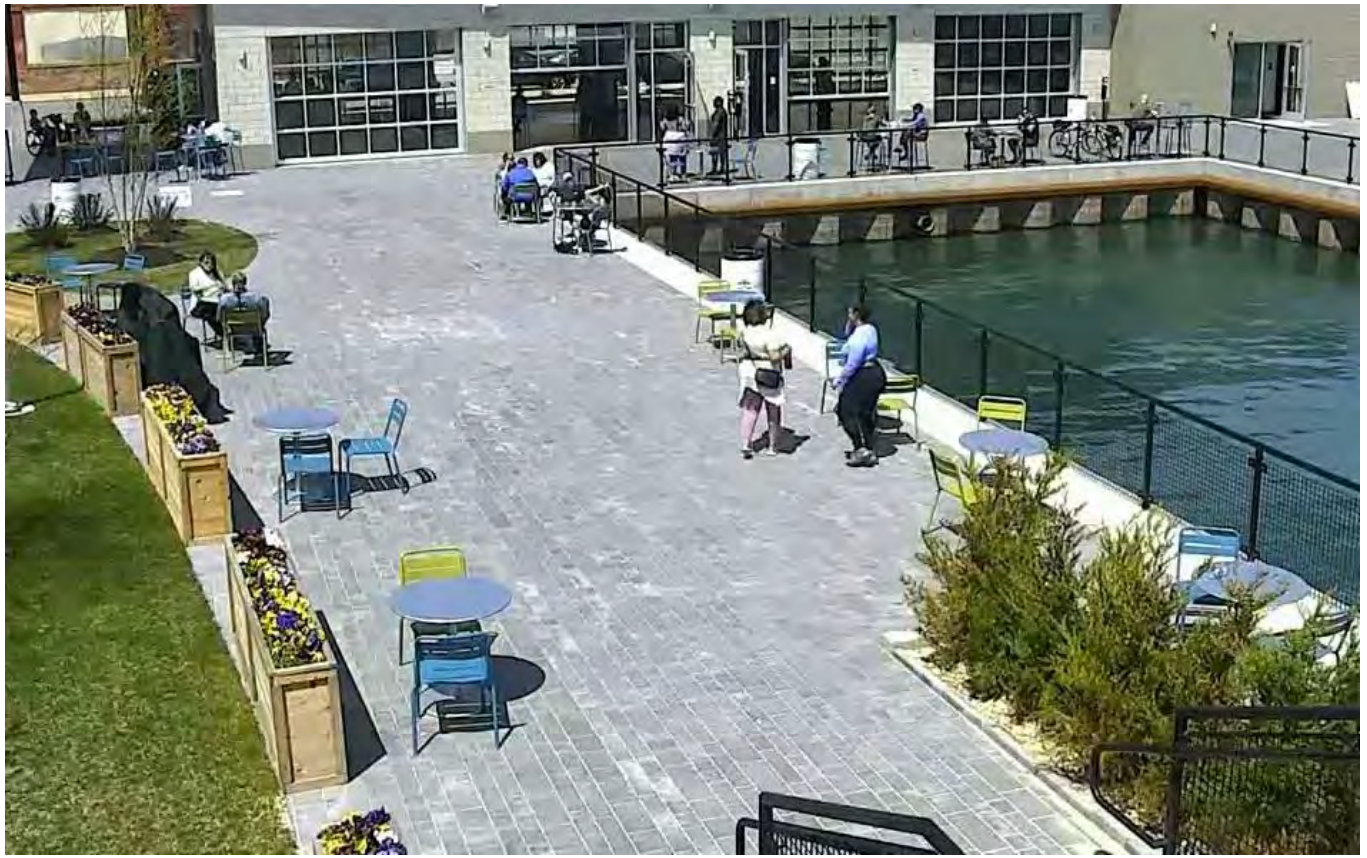
Social layer: Passive, Fleeting, and Enduring relationships

Social Activity report:
ID4: Enduring stroll in Plaza (with ID 3)
ID1: Enduring sitting in dining area (with ID 2)
ID6: Passive stroll with dog in Plaza



MEASURING SOCIALIBILTY

- JSON
  - Valade Park
    - Date
      - 5/24/21
        - Time
          - 2:00 PM
            - People
              - 1
                - Class : "Person"
                - Activities
                - Stroll
                - location : "Plaza"
                - Social : "Enduring"
                - Ass_Id
                - 0 : "2"
              - 2
                - Class : "Person"
                - Activities
                - Stroll
                - location : "Plaza"
                - Social : "Enduring"
                - Ass_Id
                - 0 : "1"
              - 3
              - 4
              - 6
              - 7
              - 11
              - 23
              - 28
              - 34



ARCHER GREENWAY

STOP
NO MOTOR VEHICLES
EMERGENCY

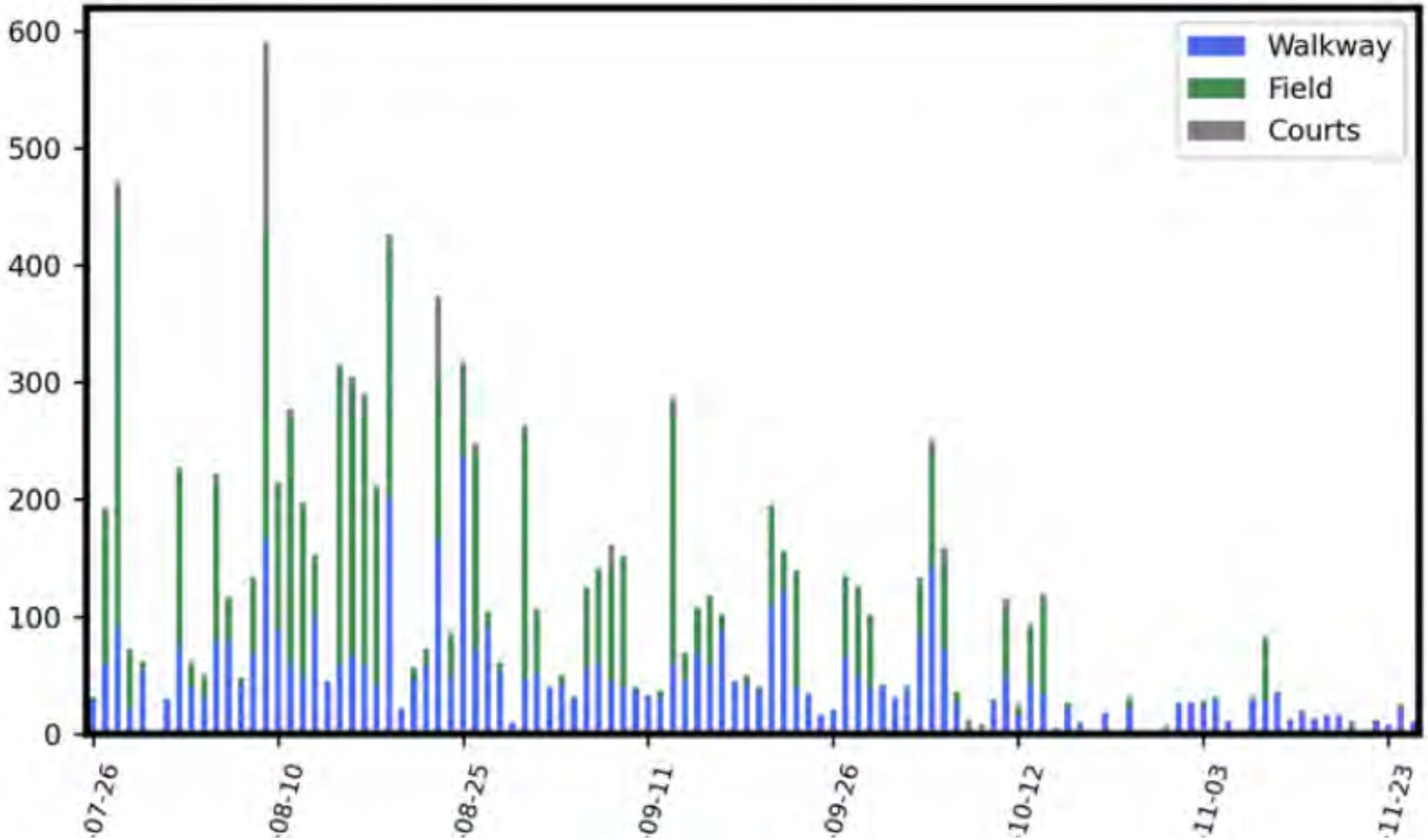
INTERVENTIONS

Greetings from the

MAYOR DENNIS W. ARCHER GREENWAY

CITY OF DETROIT

DETROIT RIVERFRONT CONSERVANCY



Ice cream:

Walkway 14 days prior: 695 patrons

Walkway 14 days after: 1057 patrons

52% increase

Mailer:

Walkway 7 days prior: 270 patrons

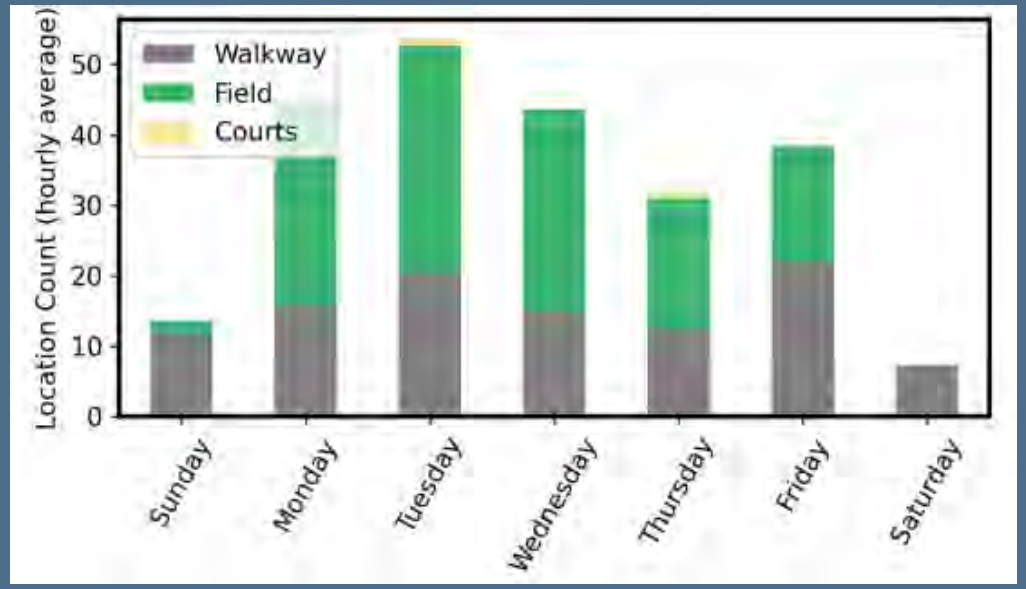
Walkway 7 days after: 298 patrons

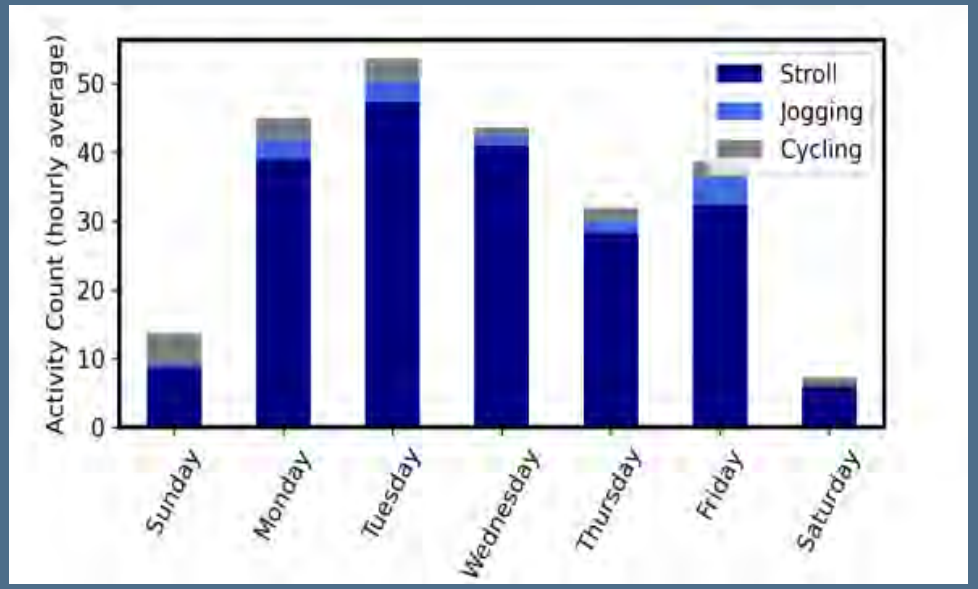
10% increase

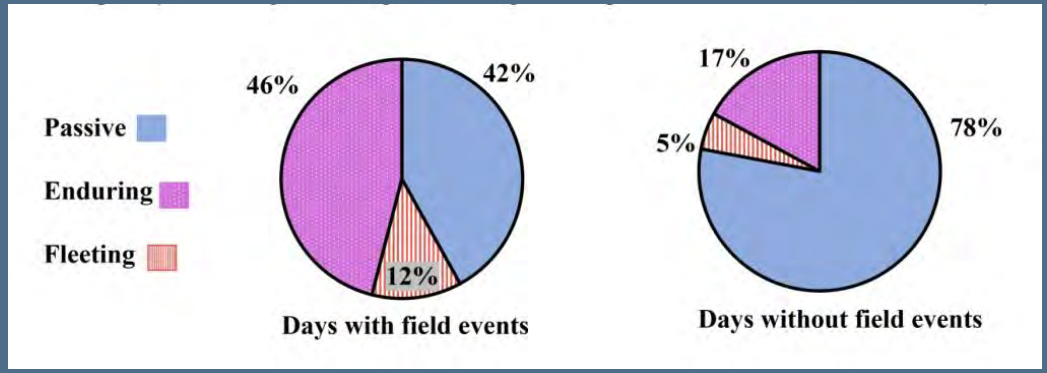
Detroit Riverfront
83K followers • 394 following

P24
P25

ARCHER GREENWAY + UM DATA







Activity and Social Indices Example - Valade Park
100
80
60
40
20
0
AI SI
AI SI
AI SI
AI SI
Wed (9:00am-10:00am)
Mon (4:00pm - 5:00pm)
Mon (5:00pm-6:00pm)
Sat (2:00pm-3:00pm)
Activity index:
Traffic Flow
Time on site
Diverse act.
Social index:
Traffic in social zones
Time with others
Pro-social behaviors ratio

WHAT WE'VE LEARNED

- Find a good research partner or service
- Ask big questions
- Physical counts vs Social counts
- How data explains the importance of parks

OUR CHALLENGES

- Find a good research partner or service
- Sustainability of this work
- Transparency with the public due to alternative use
- Second use infrastructure

THANK YOU

DETROIT RIVERFRONT CONSERVANCY

the bentway

Revitalizing Public Spaces Through
the Power of Technology

built for
a mid-century city

the Gardiner must be more ...

Toronto is blooming upwards, hugging tightly around an elevated downtown highway.

Today, more than 200,000 people reside next door to the Gardiner Expressway, largely in dense high-rise developments lacking in public space or cultural life.

But what if the Gardiner could do more?

What if we unlocked its opportunities to build stronger communities?

bentway 1.0 as vital public space

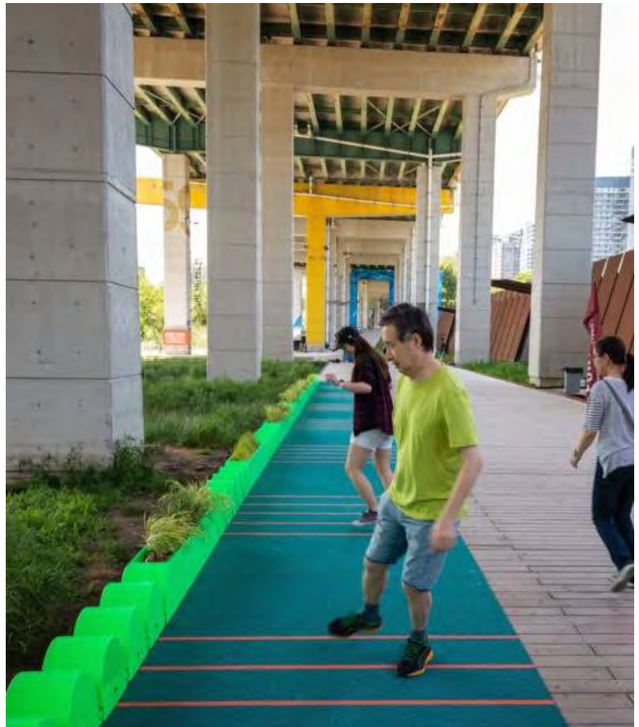
Bentway 1.0 opened in 2018 and quickly became a vital urban backyard; a beloved destination for play, and greenspace.

We're investing in hybrid infrastructure and building new possibilities for our city.

bentway 1.0 as creative platform

The Bentway works with artists, designers and creatives to present free public art, performances, educational and recreational programs.

Together, we explore the city as site and subject.

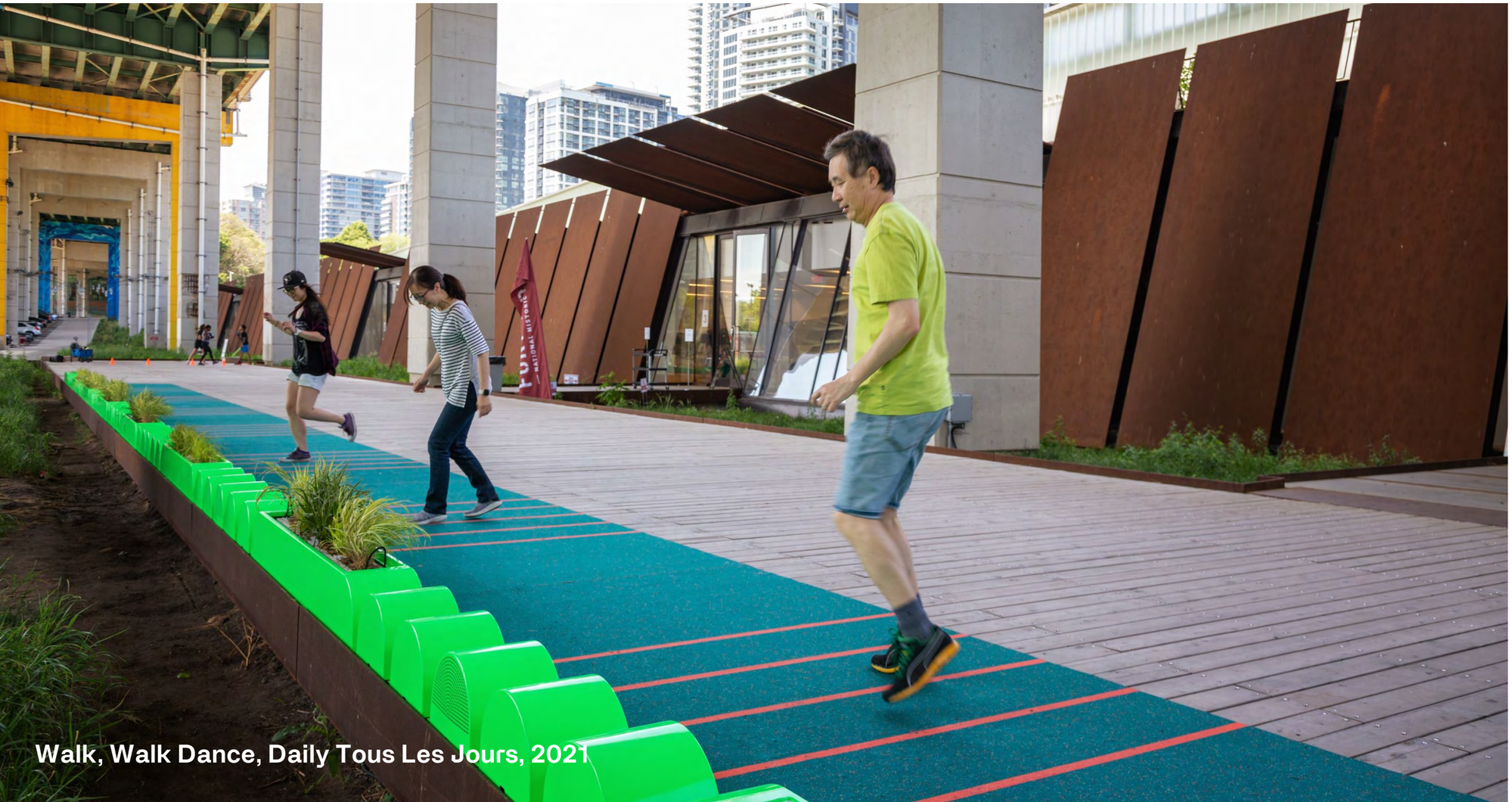


WOODS, Clarice Lima, 2023

igniting the urban imagination

- **Active participants:** Programming that engages neighbours, communities, and the general public as active, primary participants in city-building (*not* as subjects)
- **With creative voices:** Artists and creatives in dialogue with, and about, the city
- **Co-creation:** Co-creation with broader communities, championing diverse voices, perspectives and expertise
- **As a catalyst:** Work that lives a larger life beyond a single site, season, or city

active participants/
responsive spaces



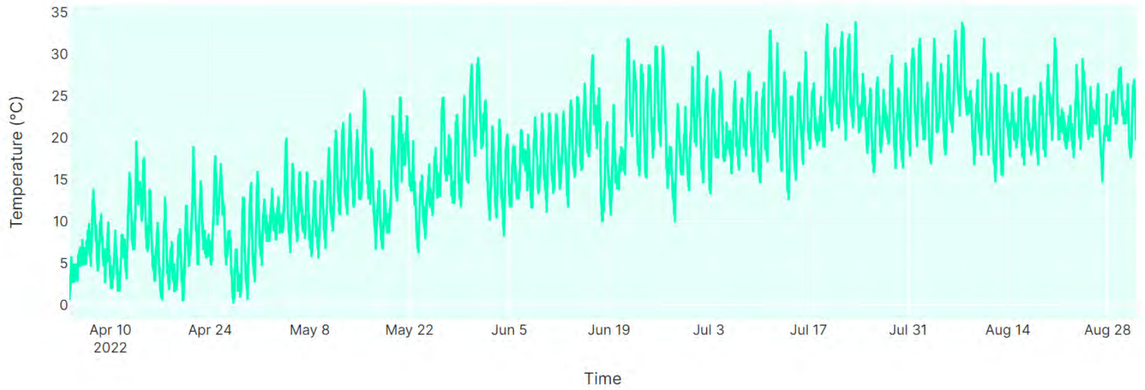
Walk, Walk Dance, Daily Tous Les Jours, 2021

co-creation/
public agency

Receipts, Public Visualization Studio, 2020

adaptive artifacts

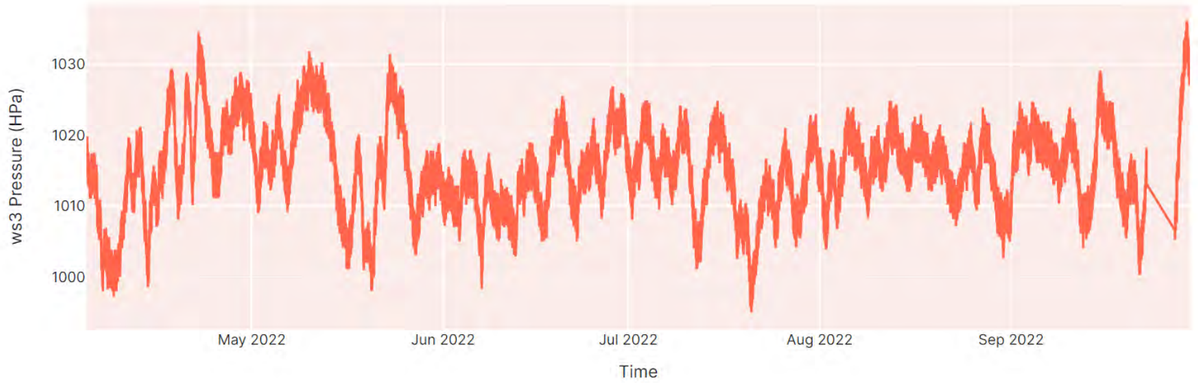
WS2 Temperature



Date Range

April 4, 2022 – September 1, 2022

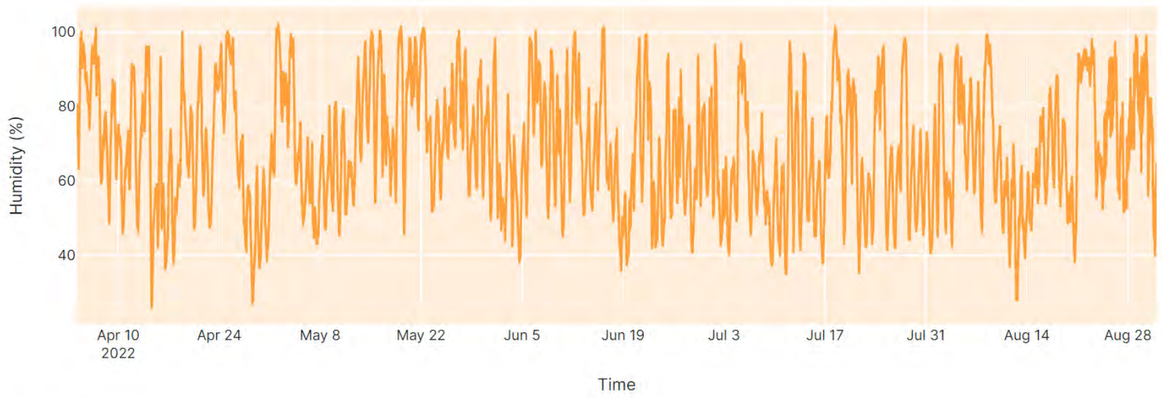
WS3 Barometric Pressure



Date Range

April 4, 2022 – September 30, 2022

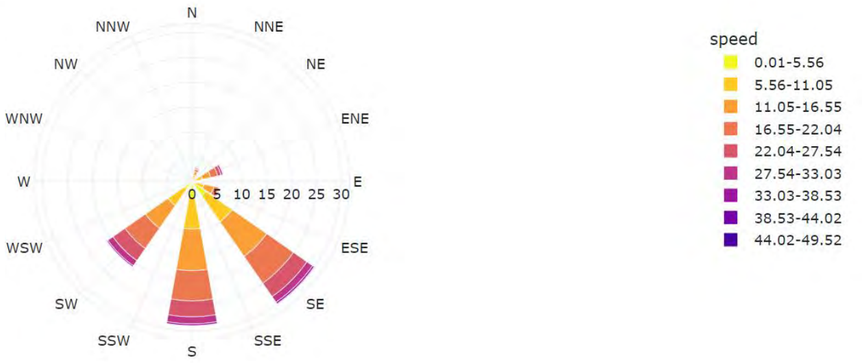
WS2 Humidity



Date Range

April 4, 2022 – September 1, 2022

WS2 Wind Speed Distribution (Km/H)



Date Range

April 4, 2022 – September 1, 2022

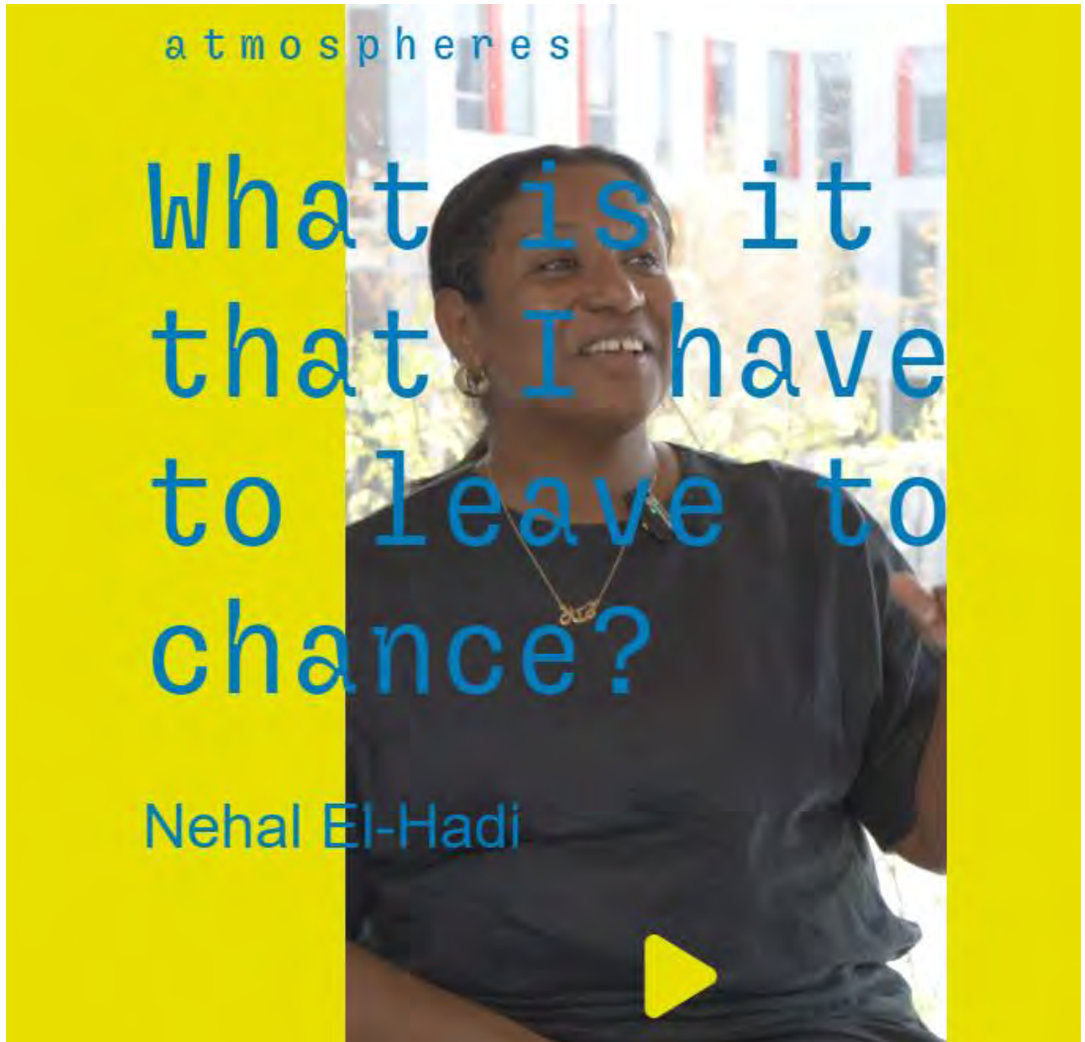
atmospheres/
as a catalyst

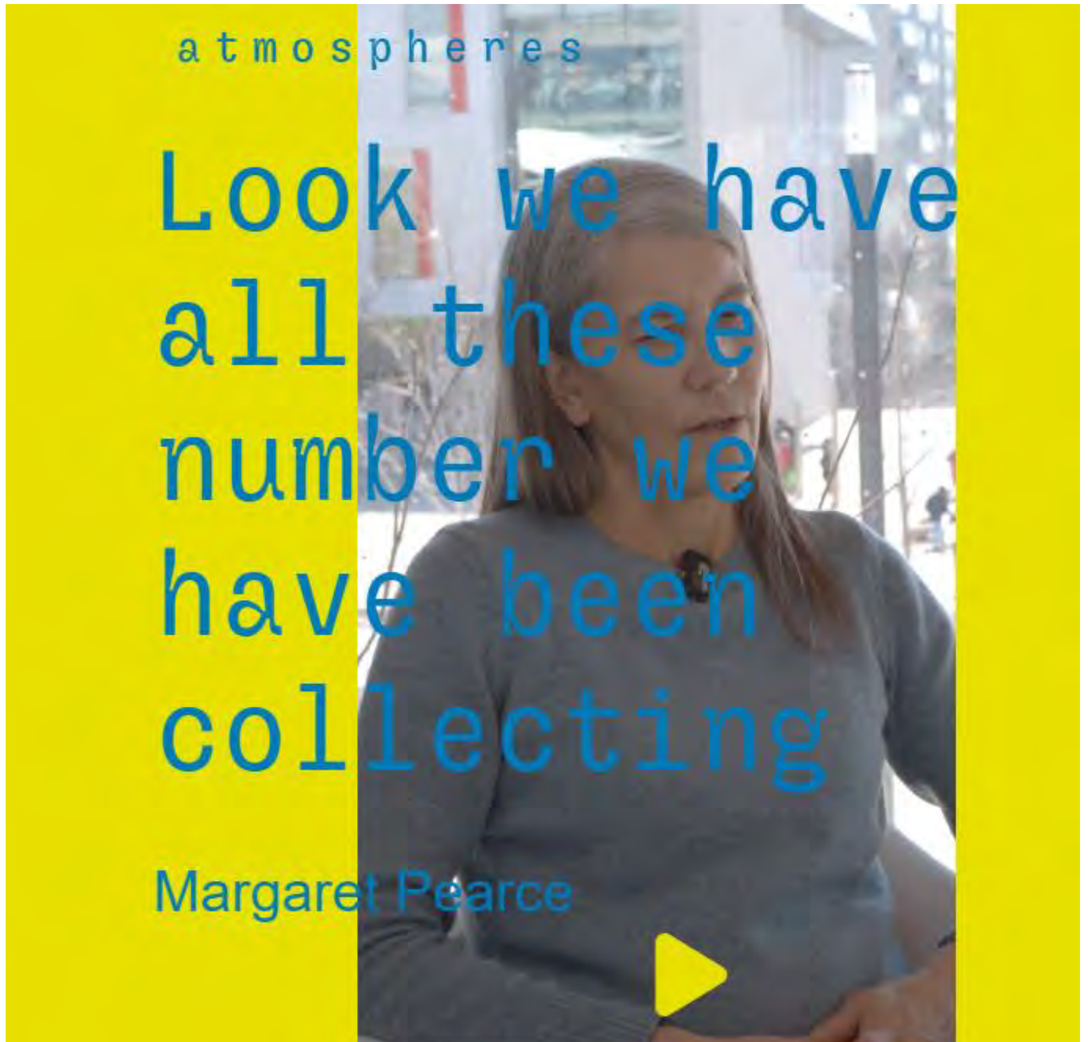
Atmospheres, Public Visualization Studio, 2023

atmospheres/
as a catalyst

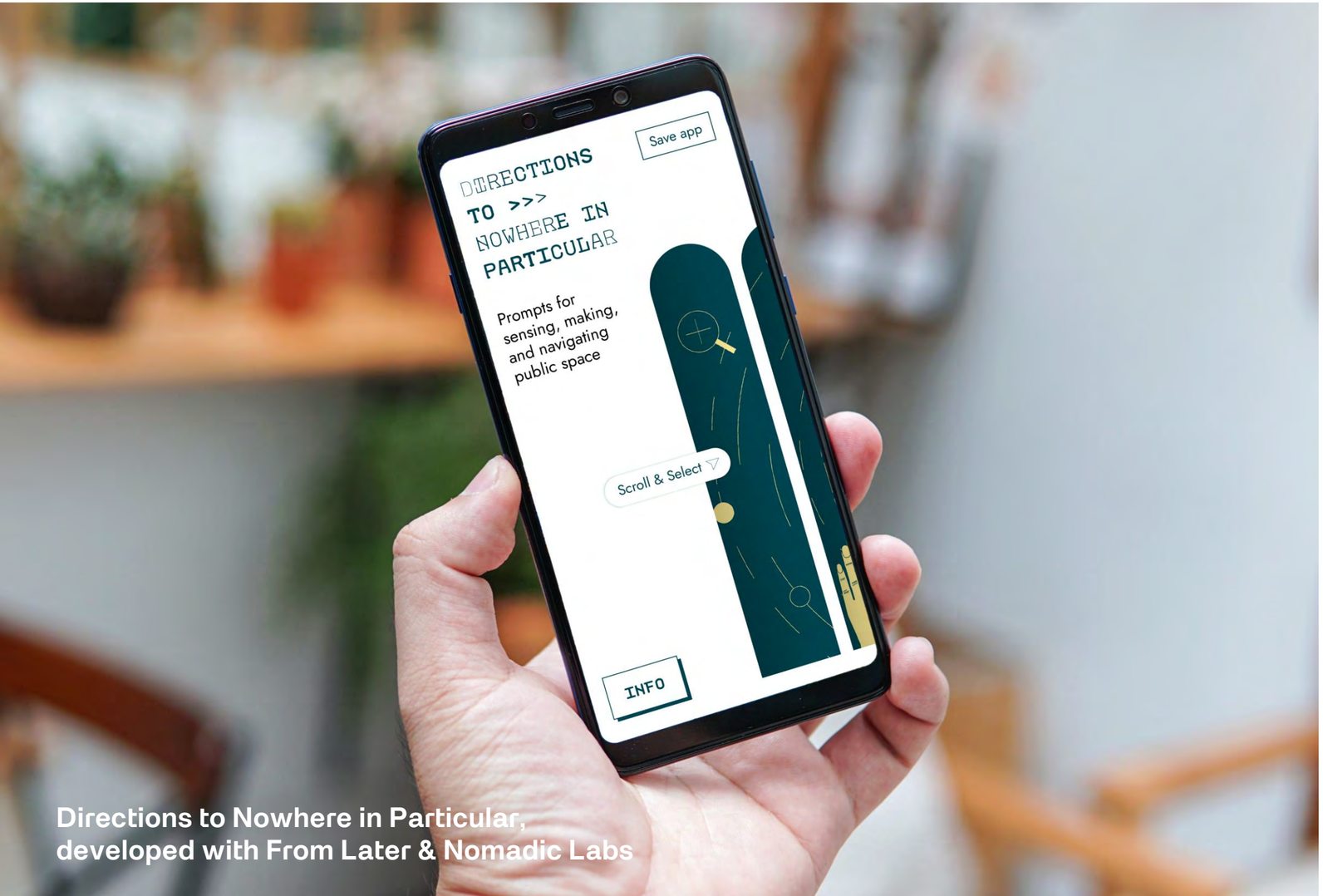
Atmospheres, Public Visualization Studio, 2023

atmospheres/
as a catalyst





public space
on and offline



Directions to Nowhere in Particular,
developed with From Later & Nomadic Labs

1

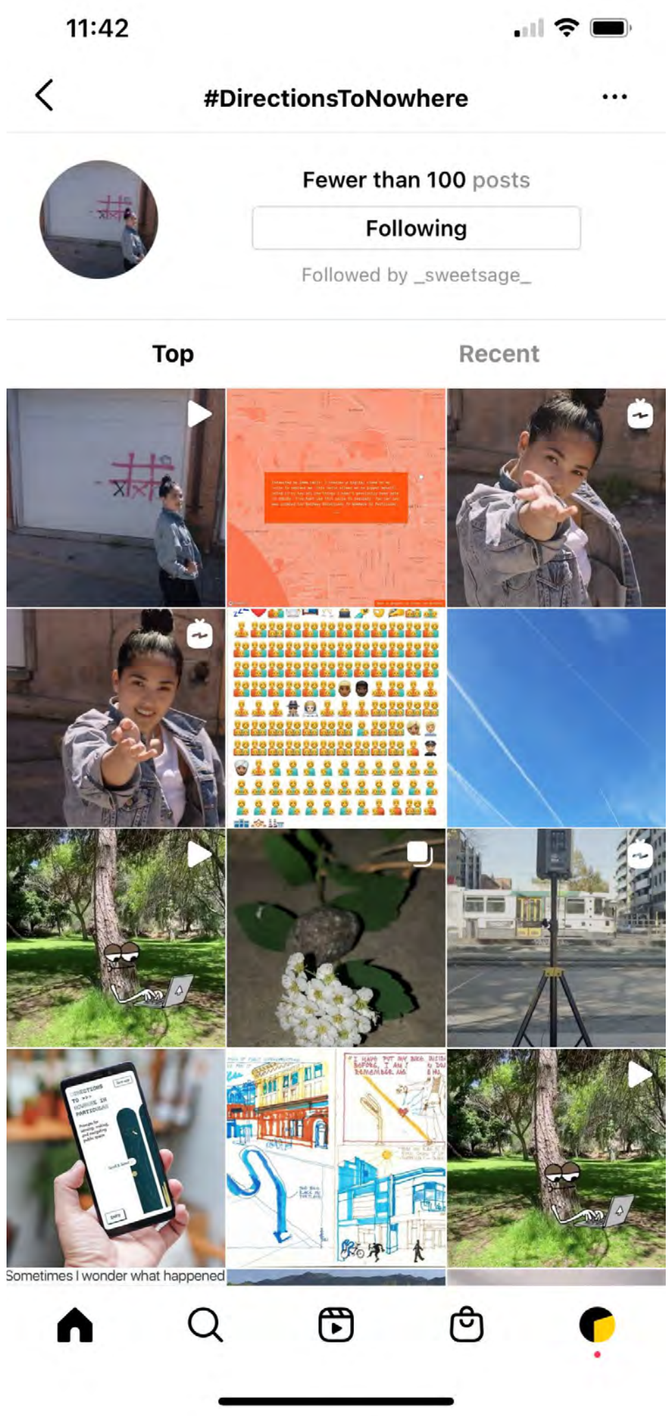
Seeking

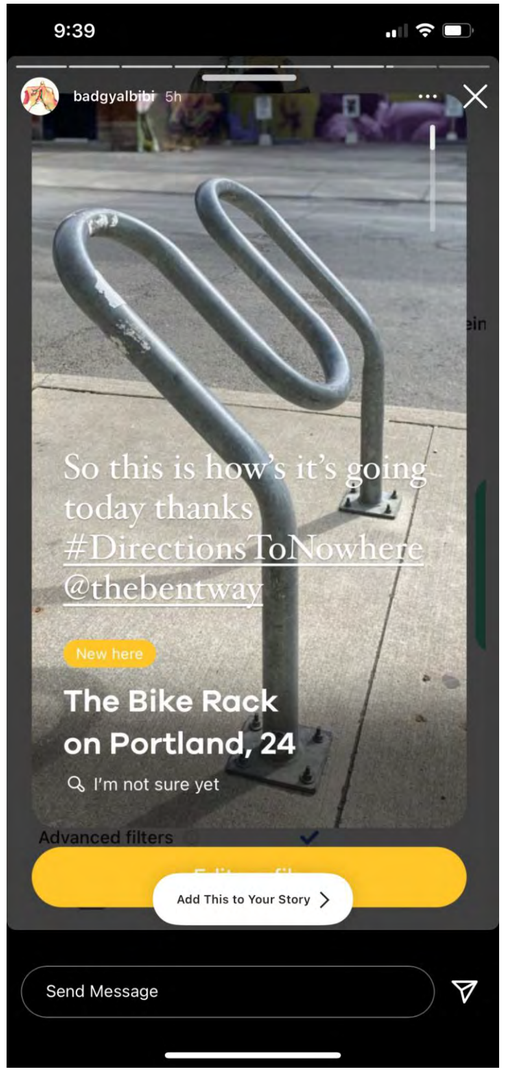
Notice a lonely piece of public infrastructure such as a mailbox or fire hydrant.

Create a profile for it on a dating app.

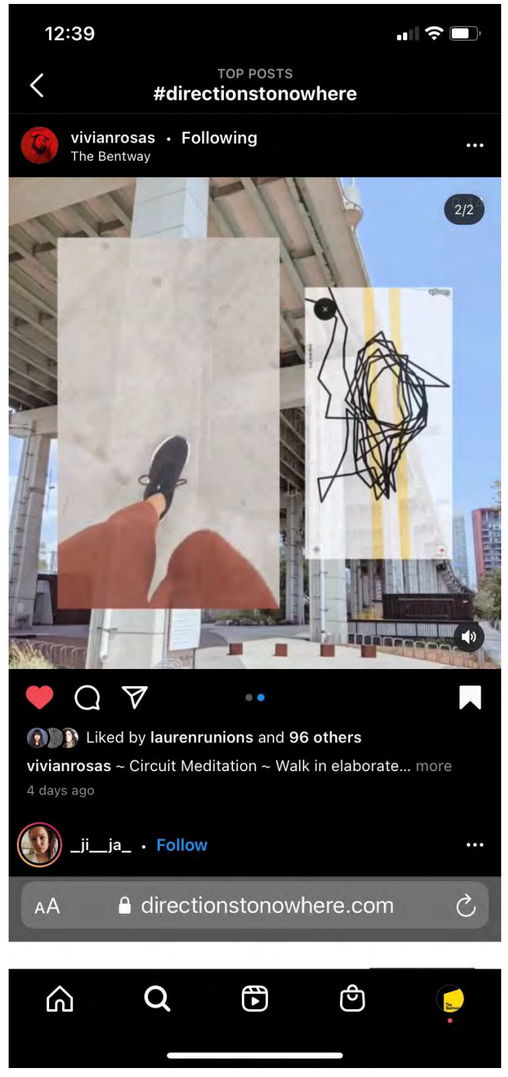
EXIT

#DirectionsToNowhere


11:42
#DirectionsToNowhere
Fewer than 100 posts
Following
Followed by _sweetsage_
Top
Recent
Sometimes I wonder what happened


9:39
badgyalbibi 5h
So this is how's it's going today thanks #DirectionsToNowhere @thebentway
New here
The Bike Rack on Portland, 24
I'm not sure yet
Advanced filters
Add This to Your Story
Send Message

1:08
LTE
Tweet
Marty Cooper
@Hombre_McSteez
Treemail. Inspired by a #DirectionsToNowhere prompt and the creative people at @thebentway in Toronto! Check out the project at directionstonowhere.com
0:15
95 views
Tweet your reply


12:39
TOP POSTS
#directionstonowhere
vivianrosas · Following
The Bentway
2/2
Liked by laurenrunions and 96 others
vivianrosas ~ Circuit Meditation ~ Walk in elaborate... more
4 days ago
_ji__ja_ · Follow
AA
directionstonowhere.com

thank you!

the bentway

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+1 416 304 0222