Fulton Street Installation

FRONT END EVALUATION

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Introduction

This report describes some aspects of the people who work and live in the Civic Center neighborhood.

The results focus on questions that the Exploratorium’s Fulton Street Installation team members had at the start of the project.

Findings come from a wide range of sources, including real-time observations and interviews of passersby at Fulton Street, previous studies and reports, and interviews with Stewards from Hunter’s Point Family.

Methods, briefly

The report details results from multiple sources:

- **679 interviews of passersby** on Fulton Street, next to Asian Art Museum and SF Public Library. Four days in 2018: Tu 3/27, Sa 3/31, We 4/11, & Su 4/15. (1162 approached; 58% response rate).

- **Studies previously conducted** by other organizations. (Each report is cited under the results taken from that report.)

- **Observations of 1194 passersby** to determine whether they were carrying objects that would have to be set down in order to use an exhibit, and **853 passersby** to begin to understand the size of groups at Fulton Street. Four days in 2018: Tu 3/27, Sa 3/31, We 4/11, & Su 4/15.

- Over **150,000 observations of visitors** to the Sound Commons exhibits made by Hunter’s Point Family Stewards from June, 2016 to July, 2017.

- **Interviews of six Stewards** from Hunter’s Point Family. Interviews lasting 20-30 minutes were conducted in March and April, 2018. They were audiotaped, transcribed and analyzed.
Limitations to this report

Evaluation studies like this one are conducted quickly, which may mean:

- Small sample sizes
- Limited number of days and times
- Lack of nuance in results
FULTON STREET INSTALLATION

Audience
Where do people at Fulton Street live?

Percentage of people at Fulton Street from the Bay Area and SF (n = 679)

- SF: 40%
- Bay Area (not SF): 25%
- not Bay Area: 34%

Source: Brief Interviews on Fulton Street, 2018
Where do people at Fulton Street live?

Percentage of people at Fulton St. from the Bay Area and SF (by day) (n = 679)

Source: Brief Interviews on Fulton Street, 2018
Where do people at Fulton Street live?

People live in the following SF neighborhoods (n = 679)

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civic Center</td>
<td>6.6%</td>
</tr>
<tr>
<td>Tenderloin</td>
<td>5.2%</td>
</tr>
<tr>
<td>Hayes Valley (mostly Sunday)</td>
<td>3.4%</td>
</tr>
<tr>
<td>Mission</td>
<td>2.7%</td>
</tr>
<tr>
<td>Sunset</td>
<td>2.5%</td>
</tr>
<tr>
<td>SOMA</td>
<td>2.4%</td>
</tr>
<tr>
<td>All other SF neighborhoods</td>
<td>&lt; 2% each</td>
</tr>
</tbody>
</table>

Source: Brief Interviews on Fulton Street, 2018
Where do people at Fulton Street live?

People live in the following SF neighborhoods (n = 679)

- Civic Center
- Tenderloin
- Hayes Valley
- Mission
- Sunset
- SOMA

Source: Brief Interviews on Fulton Street, 2018
Where do people at Fulton Street live?

**Median Age**
CC Neighborhood: 42.9
San Francisco: 35.0

**AGE**
CC Neighborhood Residents

<table>
<thead>
<tr>
<th>Age Group</th>
<th>CC Neighborhood</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4 years</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>5-17</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>18-34</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>35-59</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>60+</td>
<td>39%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Who lives in the Civic Center Neighborhood?

**EDUCATION LEVEL**

CC Neighborhood Residents*

- 44% High school or less
- 26% Some college / Associates
- 21% College Degree
- 21% Graduate / Professional Degree

*Residents 25 years and older
Exploratorium visitors 18 years and older

Who lives in the Civic Center Neighborhood?

LANGUAGES
CC Neighborhood Residents*

*Residents 5 years and older

Who lives in the Civic Center Neighborhood?

**LINGUISTIC ISOLATION**
CC Neighborhood Residents

- All Households: 23% CC Neighborhood, 13% San Francisco
- Spanish-Speaking: 46% CC Neighborhood, 21% San Francisco
- Asian Language Speaking: 56% CC Neighborhood, 37% San Francisco
- Other European-Speaking Households Speaking: 41% CC Neighborhood, 18% San Francisco
- Other: 29% CC Neighborhood, 13% San Francisco

*Linguistic Isolation means households in which no one aged 14+ speaks English only or speaks English “very well.”

Are people at Fulton Street solo or in groups?

**GROUP SIZE**
At Fulton Street (n= 853)

- Solo Visitors: 60%
- Pairs: 29%
- Groups of 3 or more: 10%

Source: Observations on Fulton Street, 2018
Do people at Fulton Street have their hands full?

Most people do not have their hands full.

Only 3% on average had both hands full. (That number is highest on Sunday, at 8%.)

Source: Observations on Fulton Street, 2018
Do people at Fulton Street have their hands full?

*each person may be represented in multiple bars (e.g., one hand full and a backpack).

Source: Observations on Fulton Street, 2018
Audience Discussion Topics

- Where should we place “breadcrumbs” to lure people from many neighborhoods to Fulton Street?

- Who’s voices/faces should we be sure to represent?

- Where should we advertise?
  - East Bay BART given that it’s 19% of the people at Fulton Street live there?

- A minority of people at Fulton Street are from SF.
  - How does this affect the exhibits with SF maps?
Audience Discussion Topics

• Fewer Civic Center residents have a college degree and proficiency in English than typical Explo exhibit users.
  – How does this affect: Label length, language, conceptual complexity, formative evaluations

• Most people at Fulton Street are there alone.
  – How does this affect exhibit design?
  – Will solo strangers interact?

• Most people have at least one hand free to use an exhibit.
FULTON STREET INSTALLATION

Getting Around
How to people get to the Civic Center Neighborhood?

TRANSPORT TO GET TO UN PLAZA
(AS OF 2014)

- Walking: 53%
- Public transit: 36%
- Car: 7%
- Bike: 4%

How do people get to and leave the civic center neighborhood?

HOW DO PEOPLE GET TO AND LEAVE THE SPACE?
(as of 2014)

<table>
<thead>
<tr>
<th>Entry/Exit Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enter from BART</td>
<td>29%</td>
</tr>
<tr>
<td>Exit from BART</td>
<td>29%</td>
</tr>
<tr>
<td>Exit via Fulton corridor</td>
<td>33%</td>
</tr>
<tr>
<td>(entrance info not available)</td>
<td></td>
</tr>
<tr>
<td>Enter via Leavenworth</td>
<td>14%</td>
</tr>
<tr>
<td>Exit through Leavenworth</td>
<td>6%</td>
</tr>
</tbody>
</table>

How do people get to the civic center neighborhood?

**WALKING THROUGH UN PLAZA**
(as of 2014)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Live within walking distance</td>
<td>34%</td>
</tr>
<tr>
<td>Work within walking distance</td>
<td>39%</td>
</tr>
</tbody>
</table>

FULTON STREET INSTALLATION

Visiting
Why do people come to the Civic Center neighborhood?

MOTIVATION FOR VISITING
(as of 2014)

- Just passing through: 22%
- To relax: 13%
- Going to work: 12%
- Socializing / Lunch: 12%
- Getting to transit: 9%
- Shopping: 6%
- Other: 5%
- Going home: 4%
- Cultural / educational: 4%
- Tourism: 3%

How often do people come to the Civic Center neighborhood?

VISITATION FREQUENCY (as of 2014)

- Everyday: 22%
- At least once per week: 39%
- A few times per month: 22%
- Less often: 16%

How are tourists when in the Civic Center neighborhood?

**HUNTER’S POINT FAMILY IMPRESSIONS**

*Are tourists disoriented?*

- No, bus tourists know where they are.
- They want more to photograph.

*I would say they have a good, you know, sense of what to do.* –P2

*Some of them, they come around to the side, they take photos in front of the Asian Art Museum with that little dragon creature thing.* –P4

*I think they’re frustrated but not, not disoriented. Frustrated in the sense of that maybe there would have been somethin’ else.* –P6

Source: Hunter’s Point Family Interviews, 2018
Visiting Discussion Topics

• Very high rates of repeat visitation
  – How does this affect exhibit experience design?
  – How can we encourage power users to facilitate others’ experiences?

• Tourists are looking for more to photograph.
  – Instagrammable moments
FULTON STREET INSTALLATION

Desired Improvements
WHAT WOULD IMPROVE THIS SPACE? (as of 2014)

What does UN Plaza need more of? (Top 2)
- Seating: 23%
- Tables: 23%

What activities could improve your experience? (Top 3)
- Music & art performances: 38%
- Cafe with seats: 15%
- Art installations: 14%

What would make it feel safer? (Top 2)
- More people socializing/relaxing: 23%
- Less suspicious people: 19%

Wants And Needs In The Civic Center Neighborhood

HUNTER’S POINT FAMILY IMPRESSIONS

What would improve the space?

- Better maintenance / real instruments
- Welcome signs
- More color
- Weather protection
- Benches

A sign. There’s a lot of people, “Oh, can we?” “Yes, you can.” So “For Public Use” or something. –P3

I notice like with the, with the mural in front of the, on the side of the Asian Art Museum, just having a little bit of color really brings out the area. A lot of people, they tend to stop a little bit more. –P4

It would be nice to have something, like a shield. Like when it’s raining –P3

Have maybe like a seating area. –P4

Source: Hunter’s Point Family Interviews, 2018
Safety in the Civic Center neighborhood

HOW MANY COME TO SLEEP OR TAKE DRUGS?

Across whole space
- Hard drugs/intoxicated: 2%
- Encamped: 2%
- Sleeping: 5%

In Civic Center Plaza
- 24% are using drugs/encamped/sleeping
- 59% using drugs/encamped/sleeping on a quiet weekend morning

Implication:
These behaviors are more concentrated in Civic Center Plaza.

Safety in the Civic Center neighborhood

PERCEPTION OF DANGER
(as of 2014)

<table>
<thead>
<tr>
<th>Perception of Danger</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely safe</td>
<td>35%</td>
</tr>
<tr>
<td>Semi-safe</td>
<td>31%</td>
</tr>
<tr>
<td>Not a concern</td>
<td>22%</td>
</tr>
<tr>
<td>Not too much danger</td>
<td>10%</td>
</tr>
<tr>
<td>In danger</td>
<td>2%</td>
</tr>
</tbody>
</table>

Safety in the Civic Center neighborhood

IMPORTANCE OF ADDING SAFETY
(as of 2014)

Would you spend more time in UN Plaza if it changed to address your safety concerns?

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>32%</td>
</tr>
<tr>
<td>Agree</td>
<td>42%</td>
</tr>
<tr>
<td>No opinion</td>
<td>19%</td>
</tr>
<tr>
<td>Disagree</td>
<td>7%</td>
</tr>
</tbody>
</table>

Improvements Discussion Topics

- People want more amenities in the space.
- People want welcome signs and color.
- Most people feel pretty safe, but on quiet mornings the area can feel dominated by people who are sleeping or doing drugs.
UN PLAZA SOUND COMMONS

Exhibit Experience
Who uses the Sound Commons exhibition?

**HUNTER’S POINT FAMILY IMPRESSIONS**

*Who uses exhibits? Everyone!*

- Families
- Couples
- Individuals
- School groups
- Tourists
- All walks of life

*Family, friends –P6*

*You see a lotta couples –P2*

*People just rollin’ by on their bikes and they would stop and utilize the installations –P2*

*A lotta schools come down here –P1*

*There’s always at least two to three tourists –P6*

*[Homeless] do it in the way of a ritual –P6*

*Mostly the same people. Mostly it’s the same people that come by because they just say that they enjoyed it so much –P5*

Source: Hunter’s Point Family Interviews, 2018
Who uses the Sound Commons exhibition?

What is the adult/child breakdown of exhibit users?

(n=154,956 users)

73% Adults
27% Children

Source: Data collected by Hunter’s Point Family stewards, 6/16 – 7/17
Who uses the Sound Commons exhibition?

HUNTER’S POINT FAMILY IMPRESSIONS

Do people who are homeless use the exhibits?

- Yes, people who are homeless use exhibits
- Sometimes unhoused and housed play together, but mostly not
- Exhibits calm homeless people

I’ve engaged with people... And I have never seen people, honestly, never seen a homeless person withdraw. If anything, they that pull away ‘cause a homeless person was there. –P1

When they are nearby other visitors that aren’t homeless they tend to shy away a little bit more... Usually when someone’s homeless that person is usually there by himself or herself. –P4

[Do you notice if people who are homeless are ever using exhibits with people who seem to not be homeless?] No, I’ve never seen it. –P5

I’ve noticed like mainly the homeless. They’re startin’ to use like the Xylophones and stuff. They say it like calms ‘em down. –P5

Source: Hunter’s Point Family Interviews, 2018
What is the HPF’s role at the Sound Commons exhibition?

✓ Invite people to use exhibits
✓ Suggest activities at exhibits
✓ Show them other exhibits
✓ Deepen the experience
✓ Play alongside people

I look for someone to actually look in the direction of the installation. Then I say...“Come on over and would you like to try this installation?”...And I explain to ‘em, you know, what I like about it, how it works, and the things that I think are fun. —P2

The Tick-Tock, I tell them, “Okay, you go down, listen to the sound, meditate and close your eyes. As the sound of the Tick-Tock fades away, it heightens your hearing so you could hear people talk and walk and it’s a good practice to listen to other, to each other.” —P3

Source: Hunter’s Point Family Interviews, 2018
When do people use the Sound Commons exhibition?

NOTE: Above we report medians because there was so much variability within each day. For example, Saturdays contained 8 upper outliers, ranging as high as 5,486 users in one day.

Source: Data collected by Hunter’s Point Family stewards, 6/16 – 7/17
When do people use the Sound Commons exhibition?

Source: Data collected by Hunter’s Point Family stewards, 6/16 – 7/17
Which Sound Commons exhibits do people use?

SC Use Per Day by Exhibit

Median Sound Commons users per day, by exhibit

Source: Data collected by Hunter’s Point Family stewards, 6/16 – 7/17
Some people (with skills) really play
Occasionally groups play

You have a few that come in that got skills. Mostly, mostly individuals. And them times that they be on there for a long time, they interact because I guess they, you know, you figure, “You know music, I know music. We can talk.” –P1

I don’t see strangers quite as often. I notice that usually, if there’s someone’s at the Xylophone, particularly an individual or group may tend to kinda wait. –P4
How do people interact with each other at the Sound Commons exhibition?

**HUNTER’S POINT FAMILY IMPRESSIONS**

**What are the social dynamics like?**

- HPF keeps everyone safe
- Only good interactions happen at exhibits
- Would be hard to get people of different SES to play together

*There might be a time like, for example, ‘cause people do use dope out here, so we gotta tell ‘em, “Hey, not right here.” And the majority of the time they know to go on the other side.* –P1

*As far as the regular public people, no, they, they respect each other’s space. And, as a matter of fact, they are cordial towards one another.* –P3

*When people get off of work from one of these buildings, the homeless people are there, the drug dealers are there, they walk by real fast. They won’t even stop to look at them... To facilitate that communication between two distinct groups, it would be a bit difficult.* –P4

Source: Hunter’s Point Family Interviews, 2018
How do people interact with each other at the Sound Commons exhibition?

HUNTER’S POINT FAMILY IMPRESSIONS

Which activities help strangers interact?

- Friendly Competition
- Watching and anticipating

They watch [Out-Quiet Yourself] and they wanna take their turn and so that opens the door for them to communicate within, the public, communicate with each other. –P1

Having a parent or maybe a couple playing [Xylophone] opposite each other or them tryin’ to mimic one another when they make a beat, make a, when they make a sound, I think that’s really cool ‘cause it allows them to kinda sometimes be a little bit competitive...And even if it’s just a stranger that’s playing, someone will come up and it’s, it, it starts a conversation. –P4

Source: Hunter’s Point Family Interviews, 2018
Sound Commons Exhibit Experience

Discussion Topics

- People from all walks of life use the exhibits
- Housed and un-housed people rarely interact at exhibits.
  - HPF Stewards believe it will be difficult to get people with different SES levels to interact.
- HPF Stewards seem to play a critical role in the success of the exhibits.
- The exhibits are heavily utilized, especially on Saturdays and in the month of August.
  - Maintenance will be important to continued success
- Stranger interactions seem to happen when the exhibit includes
  - Friendly competition
  - The ability to watch and interact with other users before using it.
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