

Container Parklet Survey- Residents & Public Users

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With the support of **Capilano University**



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Background

City of North Vancouver

- Open Streets Initiative
 - **Container Parklet** was created in response to the Covid-19 pandemic
- Goals
 - Create safe and inclusive space to sit, relax, connect
 - Support local businesses by increasing foot traffic
 - Improve and expand streetscape to allow for more social distancing



Photo Credit: [Michaela de Ciantis Wong](#)
Shipping Container Parklet located on Lonsdale at 17th

Background (cont'd)

Mini-Literature Review- Main Ideas

- Open streets and public spaces are beneficial for communities and often add value (Gainza, 2018)
 - Collaborations and social networks
 - Innovation and creativity
 - Safe, welcoming, and inclusive space to develop “sense of place”
- Parklets are most effective and successful when businesses and property owners work together to maintain them (Kim, 2012)
- Open streets and public spaces should be tailored to the needs and design of the community (Ehrenfeucht & Loukaitou-Sideris, 2010)

Background (cont'd)

Purpose of Research:

- To gain insight into how the container parklet is **perceived** by the community members
 - Residents of Lonsdale & public users of parklet
- To determine how users are **interacting** and **engaging** with the parklet
- To understand how locals are **responding** to this initiative during the **Covid-19 pandemic**

Benefits of Research:

- Assist in determining whether container parklets are an effective community-building tool for the city of North Vancouver
- Make recommendations for improvements to the initiative moving forward

Research Question

How do residents and public users perceive the container parklet on upper Lonsdale?

Research Objectives

1. Determine the **socio-demographic segments** and **behavioural attributes** of local residents and the users of the container parklet
2. Identify the **push and pull factors/motivations** of residents and users
3. Identify residents' and users' **perceived benefits and costs** of the container parklet on the community and how it affects their overall attitude towards it
4. Determine the effectiveness of the container parklet as a response to the restrictions placed by the **Covid-19 pandemic**

Methodology

Common approach:

- ❖ Survey questionnaire format
- ❖ Consists quantitative questions
- ❖ Based on push and pull motivators

Our Study:

Data collection procedures:

- ❖ Conceptual framework: push/pull model (focused mainly on pull factors)
- ❖ Online survey format: respondent completed questionnaires; Combination of MCQ and close ended questions (mostly behavioural questions)

Methodology (cont'd)

Sampling Strategy and Size :

- ❖ Sample size of 67 people (either resident of North Van; people who visited the parklet; or people who are likely to visit the parklet.)
- ❖ Random convenience sampling

Data Collection Plan:

- ❖ Conducted completely online
- ❖ Randomly distributed in social media platforms and sending email invitations to people whom we know live in North Vancouver and might have visited the parklet
- ❖ Survey was sent out in a Blockwatch newspaper and Local City newsletter

Methodology (cont'd)

Bias and ethical considerations:

- ❖ Short, clear and avoided leading questions to avoid response bias in our survey
- ❖ Obtained approval from our instructor (Francisco) and City studio

Pilot Study:

- ❖ One respondent (respondent heard about the parklet through social media)
- ❖ Changes made: 24 questions  28 questions; wording changes (for clarification)

Methodology (cont'd)

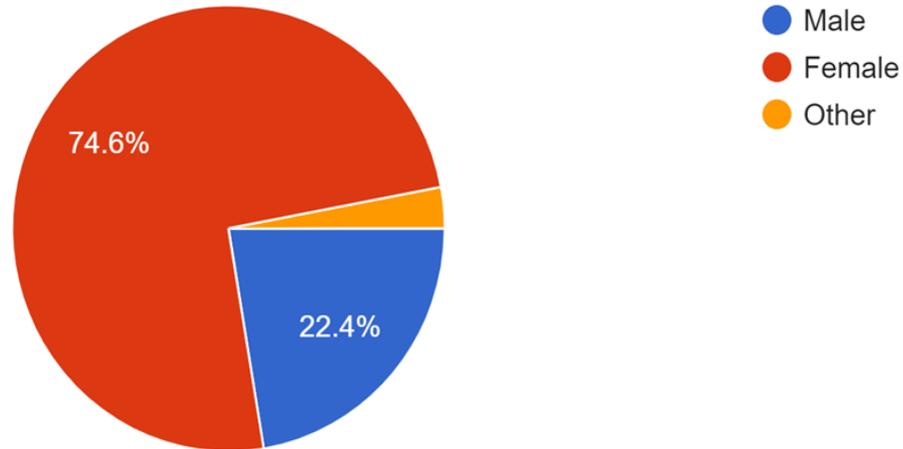
Merits and Constraints of the approach:

- ❖ Advantages : Convenience sampling simple to undertake and complete
- ❖ Disadvantage : Limited pool of participants due to COVID 19

Respondent Profile

Please indicate your gender.

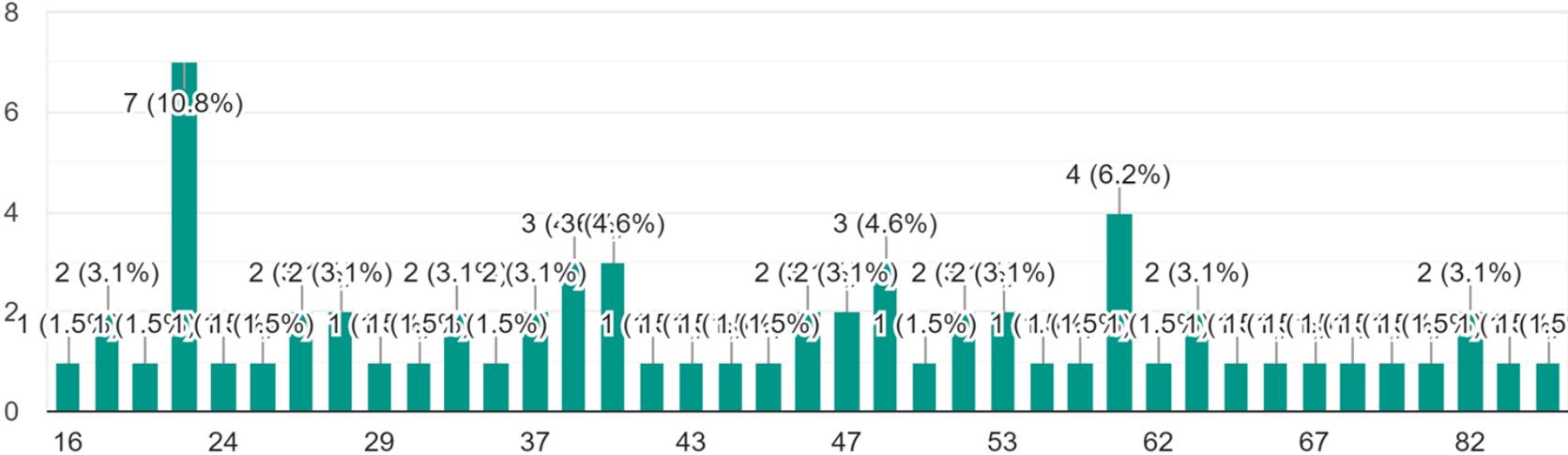
67 responses



Respondent Profile

Please indicate your age.

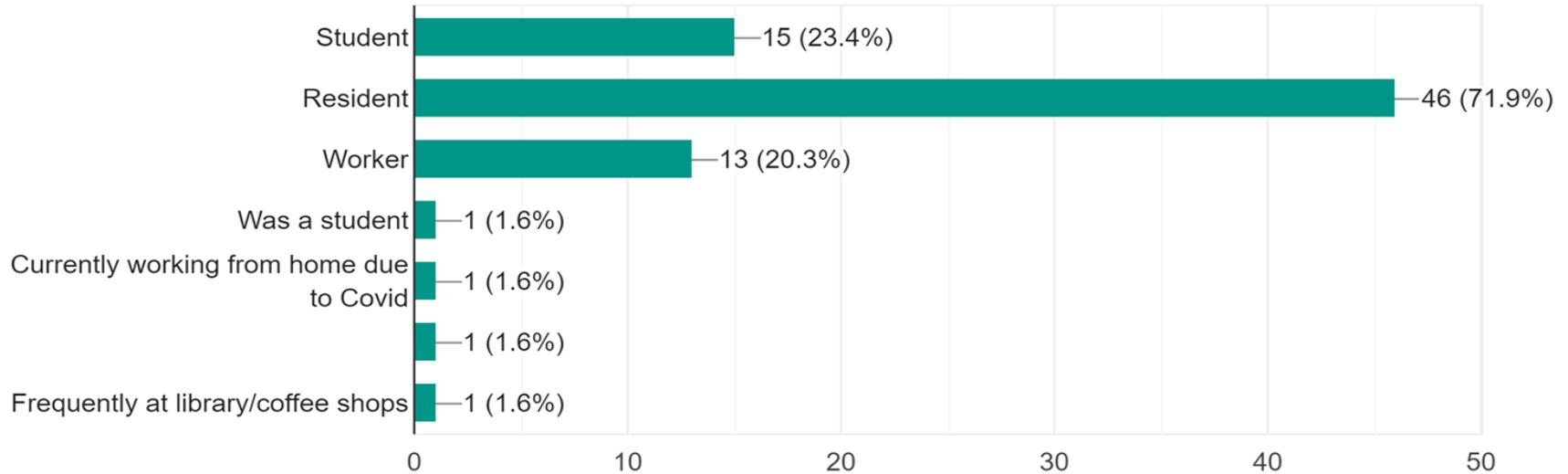
65 responses



Respondent Profile

Are you a City of North Vancouver resident/ worker/ student/ other? (Choose all that apply)

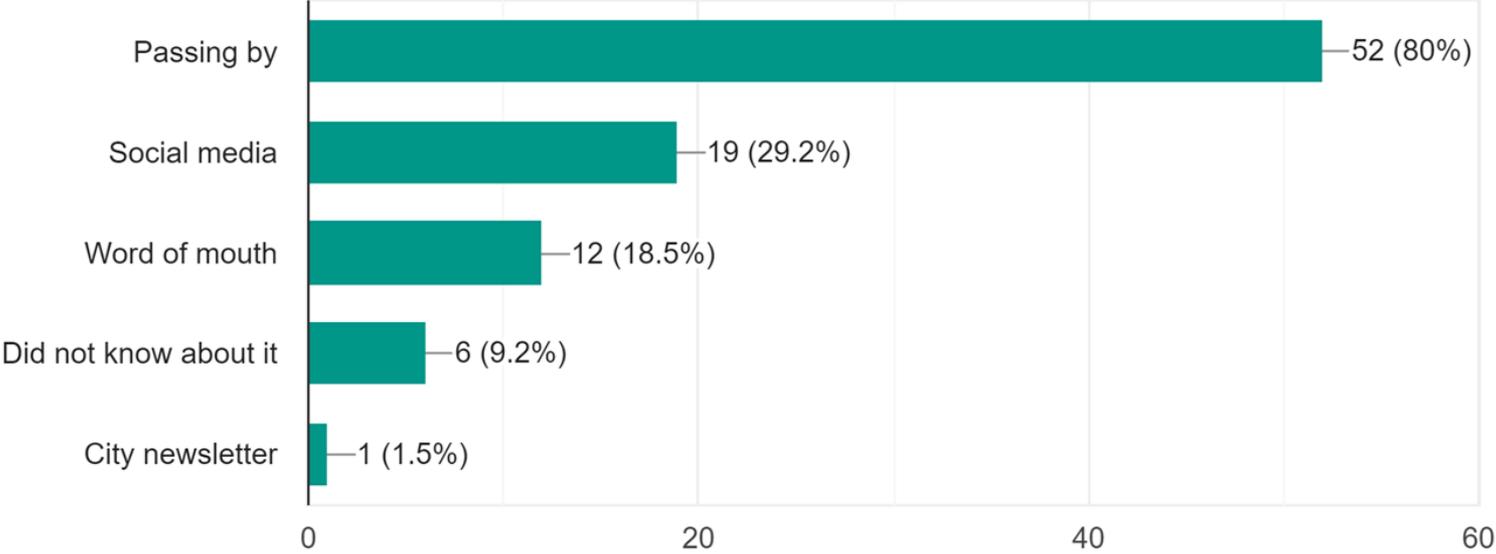
64 responses



Respondent Profile

Where have you heard about the container parklet? (Choose all that apply.)

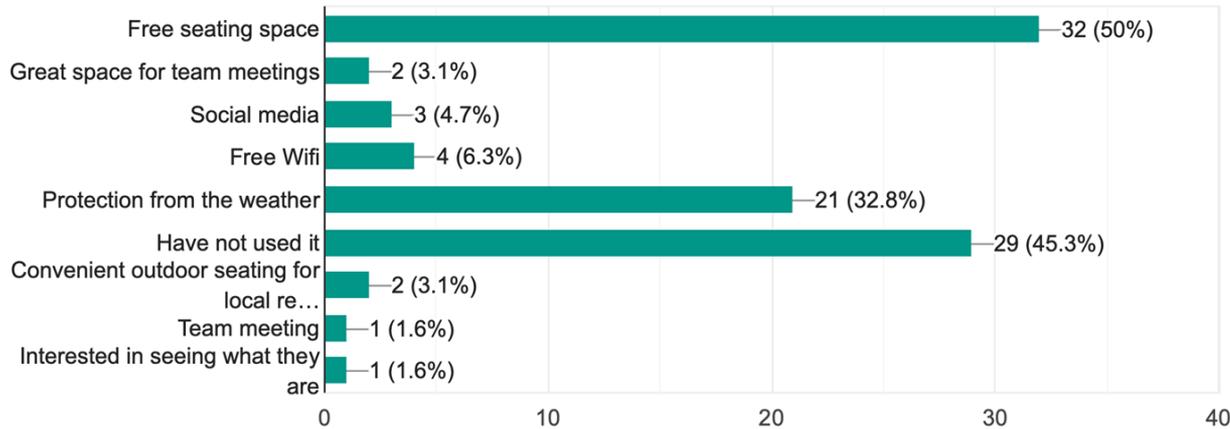
65 responses



Motivations for visiting the parklet

If you HAVE visited the container parklet, what are some motivations that brought you to the parklet? (Choose all that apply.)

64 responses

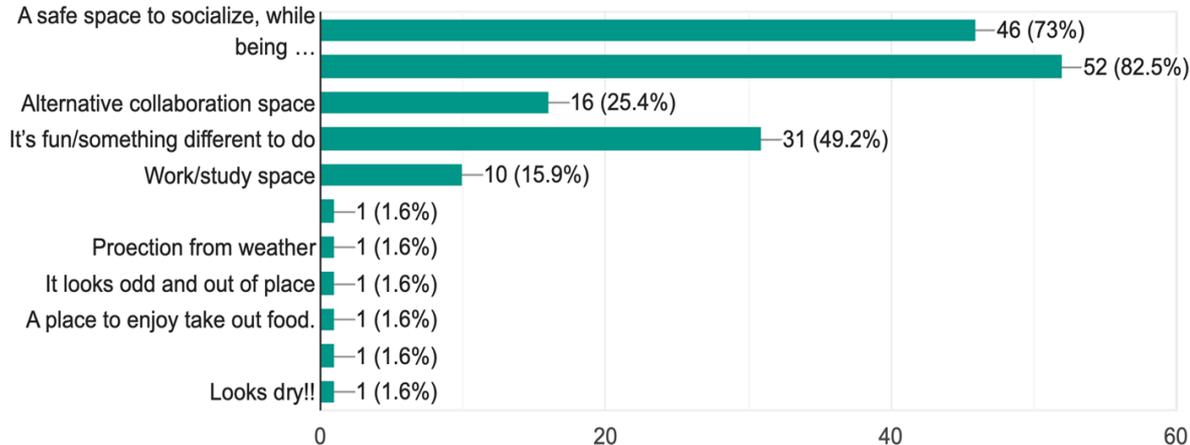


- Free seating space was chosen by 50% of respondents
- The following is protection from the weather with 32.8%
- Free Wifi, Social Media, and Team Meetings were all relatively equal

Perceived benefits of using the parklet

From the following choices, what are your perceived benefits of using the container parklet?
(Choose all that apply.)

63 responses

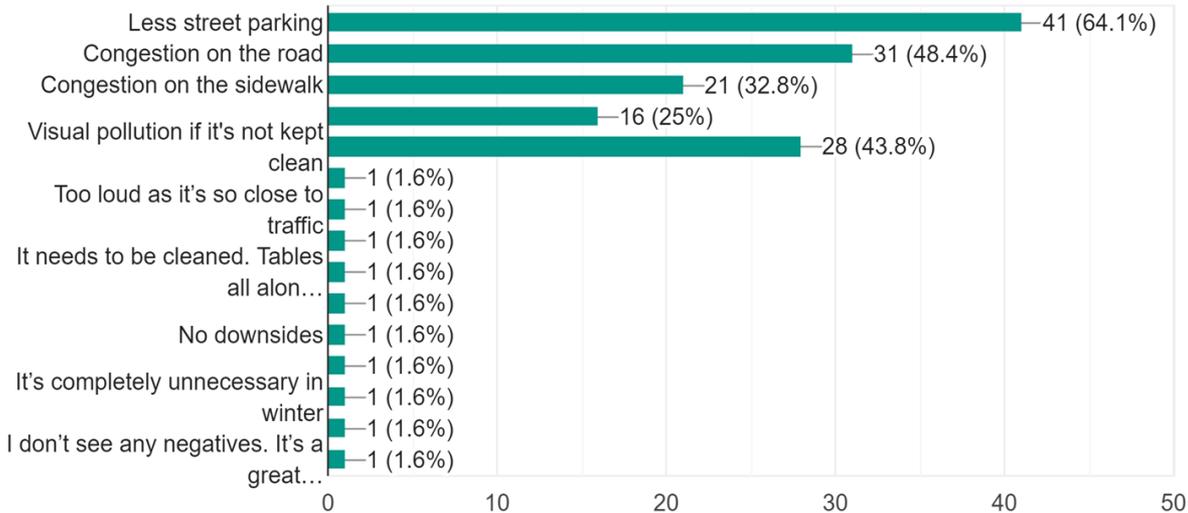


- Ability to be outside and socializing are the top benefits
- Half of the respondents think it is fun or it is something different to do
- Only 1 person thinks there is no benefit at all. Only more traffic congestion

Perceived downsides of having the parklet

From the following choices, what are your perceived downsides of having the container parklet in your community? (Choose all that apply.)

64 responses

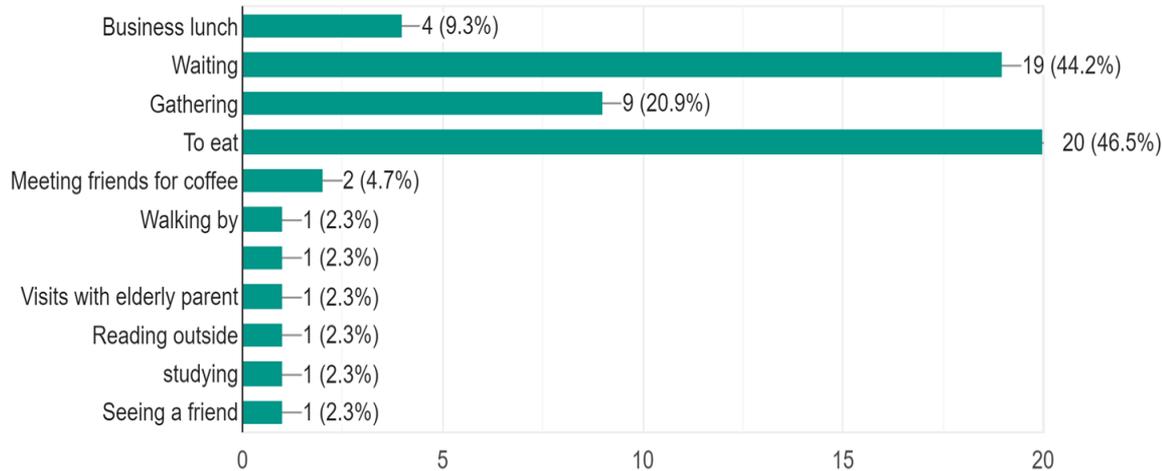


- 64.1% of respondents think street parking is getting reduced
- Congestion on the road is the second downside that respondents listed
- Only 2 people think there is no downside at all

Purpose of using the parklet

What is your purpose of using the container parklet? (Choose all that apply.)

43 responses



- Almost half of the respondents used the parklet for waiting and eating
- 20.9% of them used it for gathering
- Few people used it for reading outside and studying

Interpreting Results

The socio-demographic segments and behavioural attributes of local residents and the users of the container parklet

- ❖ Female respondents accounted for 74.6%, which is higher than male respondents accounting for 22.4%
- ❖ Age distribution was the highest at 21, followed by 60 years old, 41 years old, and 19 years old
- ❖ Residents of Lonsdale answered the most with 71.9%, followed by students and workers with 23.4% and 20.3%, respectively

Interpreting Results (cont'd)

The push and pull factors/motivations of residents and users

- ❖ The highest chosen answer is Free seating space with 50% of respondents
- ❖ The following is protection from the weather with 32.8%
- ❖ Free Wifi (6.3%), Social Media (4.7%), and Team Meetings (3.1%) were all relatively equal

Interpreting Results (cont'd)

Residents' and users' perceived benefits and costs of the container parklet on the community and how it affects their overall attitude towards it

- ❖ Residents and users consider “ability to be outdoors” as a perceived benefit of the container parklet with the highest percentage, 82.5%
- ❖ “A safe place to socialize, while being able to remain socially distant” followed with 70%, with 49.2% and 25.4%, respectively, for “fun/something different to do” and “alternative collaboration space”

Interpreting Results (cont'd)

Determine the effectiveness of the container parklet as a response to the restrictions placed by the Covid-19 pandemic

- ❖ Under the question “Did you follow safe covid-19 practices?”, people responded with social distancing at 93%, wearing a mask at 83.7%, and using hand sanitizer before use with 65.1%
- ❖ Since Covid-19, the data illustrates that 46.5% of people use the Container Parklet to eat with keeping social distancing. Following that, 44.2% of people responded “Waiting”, and “Gathering” accounted for 20.9%

Shortcomings of the Research

- ❖ Sample size of 67 people can be considered a limited pool of participants and increasing it for the study is unfeasible, this may potentially generate sample bias
- ❖ Possibility of improper representation of the target population
- ❖ Inability to control the environment since the survey was online and responses often depend on particular time which again is dependant on the conditions occurring during that particular time frame.

What would we have done differently?

In light of COVID-19 and the restrictions put in place...

- **In-person interviews** at the location and the surrounding block
 - To **increase** the number of **respondents**
 - To **increase** the **methodologies** used, catching a wider demographic, **limiting bias**
 - To **increase reliability and validity**
 - To **increase** the **value** of our research for the City of North Van
- **Longer timeframe** for collecting data
 - To **increase** the number of **respondents**, **limiting biases**
 - To **increase reliability** and **validity**
 - To **increase** the **value** of our research for the City of North Van

Avenues for Future Research

Gainza (2018) discusses how important it is to have the community on board when it comes to community public spaces.

For this reason, we recommend that more research methodologies are carried out and for a longer timeframe. **This will ensure:**

- The whole, or majority of, the **community is involved** in the planning
- **Greater acceptance** on behalf of community
- **Greater overall success** of community development
- **Increased tourism community**, where locals and tourists can interact (Colomb, 2012)

Based off the perceived downsides of the parklet, **more research is needed** to address concerns of **traffic and sidewalk congestion** , as well as the **shortage of parking**.

Thank you!



References

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