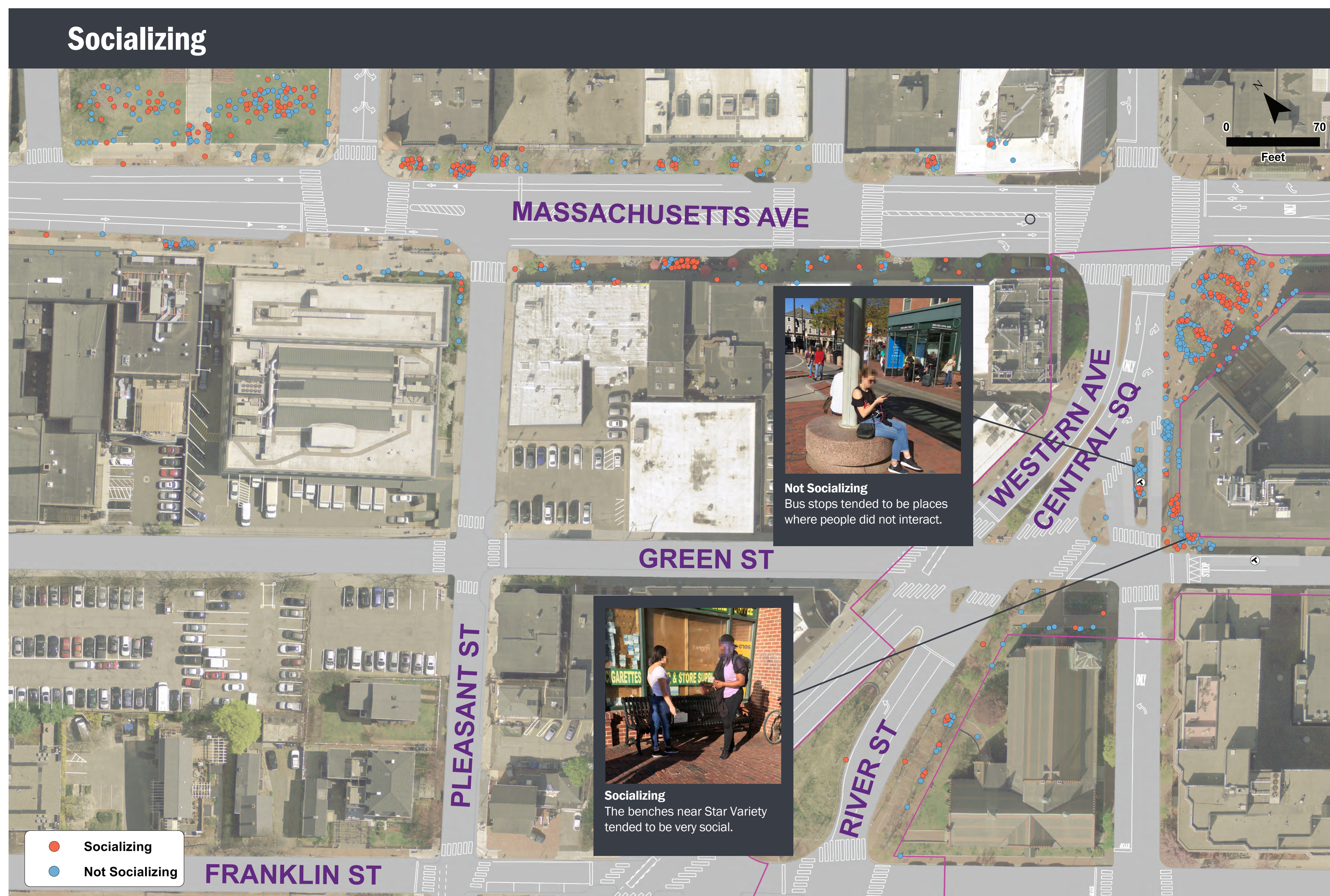
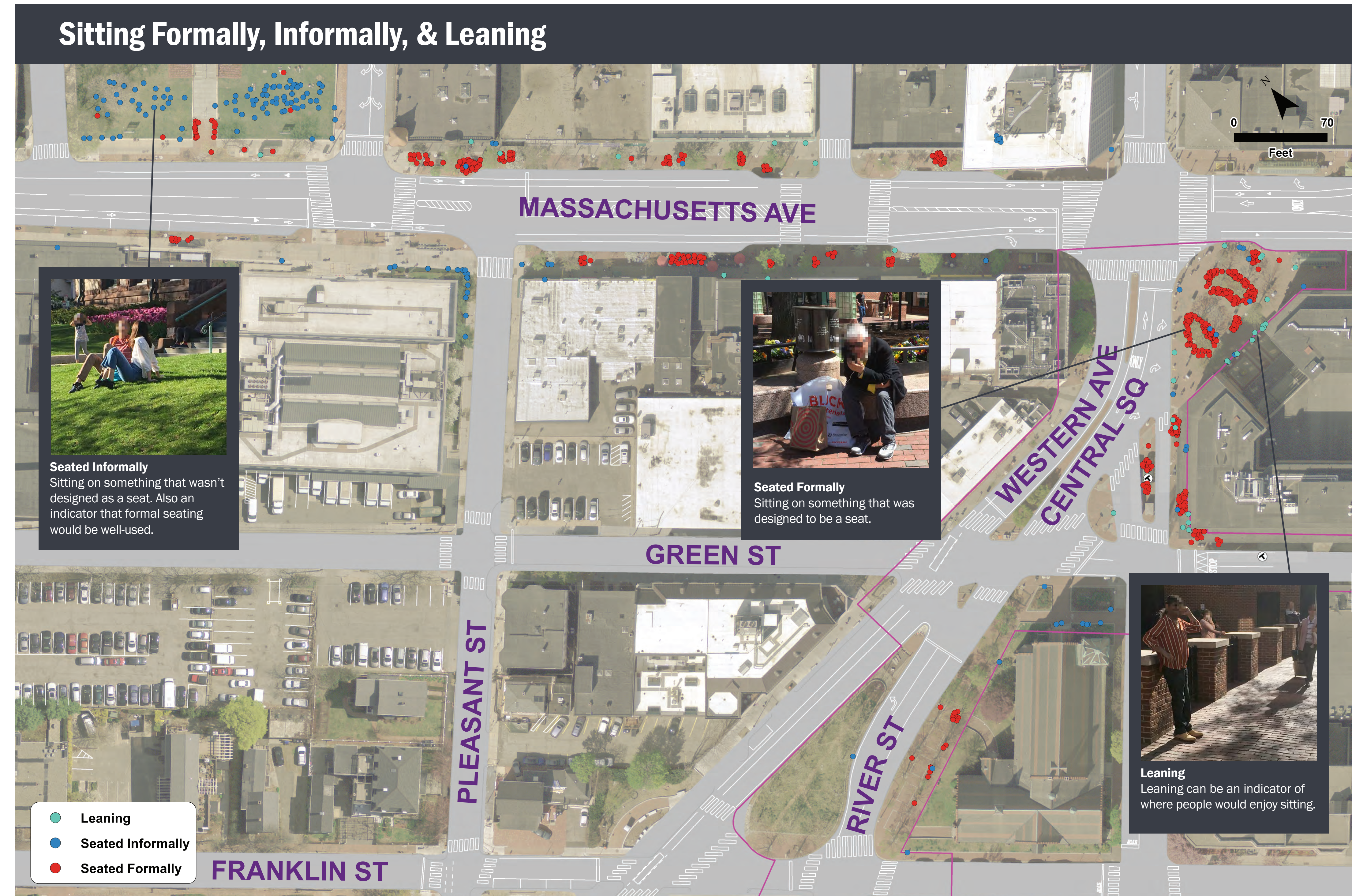
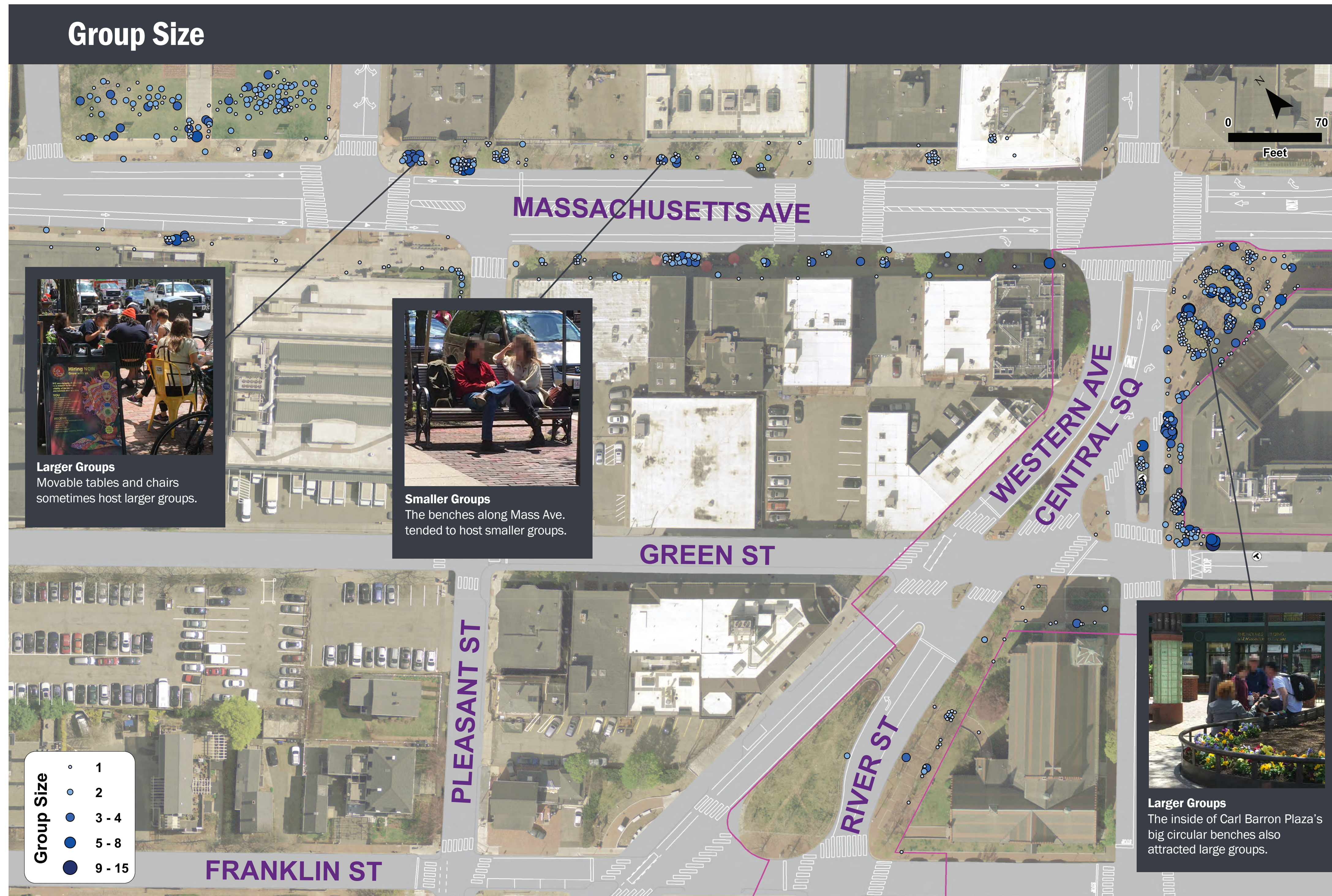


# ACTIVITY MAPPING



## Methodology and Overview

The data shown on these three maps and bar chart summarize observational data collected by four researchers at Carl Barron Plaza and along River Street between Green Street and Franklin Street (inside the River Street Reconstruction project area) and along both sides of Massachusetts Avenue between River Street and Bigelow Street (outside of the River Street Reconstruction project area, for purposes of comparison).

Each researcher (project staff from HDR) participated in mandatory training in activity mapping led by Project for Public Spaces, a nonprofit organization based in New York City with expertise in community-based planning. Every effort was made to document the observed activity without analysis or judgment, and to eliminate personal bias. (For example, clues of body language and active conversation were used to determine group sizes. If a crowd of people were all engaged in one common activity, such as waiting for a bus, they were counted as one group.)

We acknowledge it is impossible to extract all personal biases and remove one's own lived experiences from what they see. This data is thus based in perceptions of individuals, and an approximation of actual behavior. While not precisely accurate in every detail, it is the experience of Project for Public Spaces that these perceptions gained by close observation illustrate trends and patterns of activity that are immensely valuable to designing active and inviting public spaces for people.

### Observation Windows and Weather

Three observation windows were identified by the project team to align as best as possible with the mid-day and rush hour periods on one weekday and one weekend day, and do not represent all day (and year-round) use.

Those observation windows were:

- 8:00 am - 10:00 am
- 12:00 pm - 2:00 pm
- 4:30 pm - 6:30 pm

### Days of observation

The two days were sunny with intermittent clouds and temperatures ranged from the high 50s in the morning rush hour to the high 60s in the mid-day and evening rush hour periods.

## Activity Breakdown

Activity	Count	Percentage
RELAXING/ PEOPLE-WATCHING	312	(25.14%)
SOCIALIZING	266	(21.43%)
EATING/ DRINKING	157	(12.65%)
TEXTING/ TYPING	121	(9.79%)
SMOKING	92	(7.41%)
WAITING (for a bus or in a line)	78	(6.29%)
OTHER	72	(5.8%)
READING (paper or electronic)	52	(4.19%)
TALKING ON PHONE	41	(3.3%)
SLEEPING	12	(0.97%)
PLAYING	10	(0.81%)
WORKING	9	(0.73%)
EXERCISING/ STRETCHING	7	(0.56%)
WRITING/ DRAWING	5	(0.4%)
BUYING/ SELLING	4	(0.32%)
PERFORMING	3	(0.24%)