THE 0s AND 1s OF PLACE:

HOW DATA AND TECHNOLOGY CAN HELP CREATE AWESOME PLACES PEOPLE LOVE.

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Wuhan Placemaking Week
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"Emerging evidence points to a preference for mixed-use, compact, amenity-rich, transit-accessible neighborhoods or walkable places."

Findings:

Q More walkable places perform better economically.
For neighborhoods within metropolitan Washington, as the number of environmental features that facilitate walkability and attract pedestrians increase, so do office, residential, and retail rents, retail revenues, and for-sale residential values.

Q Walkable places benefit from being near other walkable places.
On average, walkable neighborhoods in metropolitan Washington that cluster and form walkable districts exhibit higher rents and home values than stand-alone walkable places.

Q Residents of more walkable places have lower transportation costs and higher transit access, but also higher housing costs.
Residents of more walkable neighborhoods in metropolitan Washington generally spend around 12 percent of their income on transportation and 30 percent on housing. In comparison, residents of places with fewer environmental features that encourage walkability spend around 15 percent on transportation and 18 percent on housing.

Q Residents of places with poor walkability are generally less affluent and have lower educational attainment than places with good walkability.
Places with more walkability features have also become more gentrified over the past decade. However, there is no significant difference in terms of transit access to jobs between poor and good walkable places.

The findings of this study offer useful insights for a diverse set of interests. Lenders, for example, should find cause to integrate walkability into their underwriting standards. Developers and investors should consider walkability when assessing prospects for the region and acquiring property. Local and regional planning agencies should incorporate assessments of walkability into their strategic economic development plans and eliminate barriers to walkable development. Finally, private foundations and government agencies that provide funding to further sustainability practices should consider walkability (especially as it relates to social equity) when allocating funds and incorporate such measures into their accountability standards.
More Americans want to live in WALKABLE places:

- 2004: 51%
- 2011: 79%

Only 30% of U.S. Cities with over 200k population are WALKABLE.

Firms are relocating to more WALKABLE places:

- 2010: Walk Score 51
- 2015: Walk Score 88
WANT

REALITY
NAYSAYERS GONNA NAY
Walkability in Tigard

Tigard’s strategic plan vision is to be “the most walkable community in the Pacific Northwest where people of all ages and abilities enjoy healthy and interconnected lives.”
Top 10 Urban Design Dimensions for Walkability

**STATE OF PLACE**

1. **Density**
   - Building compactness and height.

2. **Aesthetics**
   - Urban design features that make places dynamic and inviting.

3. **Traffic Safety**
   - Quality and safety of the intersection; traffic calming features.

4. **Connectivity**
   - Ease of access; lack of pedestrian barriers (e.g., six lane roads).

5. **Parks & Public Spaces**
   - Presence, quality and access to hard and soft landscape public space.

6. **Personal Safety**
   - Features that influence perception of safety (graffiti, litter...).

7. **Form**
   - Streetscape continuity & enclosure (setbacks, street width, building heights...).

8. **Recreational Facilities**
   - Presence of outdoor and indoor physical activity facilities.

9. **Pedestrian & Bike Amenities**
   - Features that make it comfortable for pedestrians & bicyclists (sidewalks, seating...).

10. **Proximity**
    - Access to non-residential destinations. Diversity of land use mix.
Prioritize Goals

What are this project’s most important:

- Increase walkability
- Increase office rents
- Increase retail rents
- Increase retail revenues
- Increase residential rents
- Increase residential sale value

Relative importance of each dimension

1. Pedestrian & Bike Amenities
2. Proximity
3. Density
4. Traffic Safety
5. Park & Public Spaces
6. Aesthetics
7. Recreational Facilities
8. Connectivity
9. Form
10. Personal Safety

Relative importance of each dimension:

State of Place prioritization identifies which urban design dimensions should be emphasized, considering three key factors:

- The project area’s current performance across the ten dimensions (SoP Index)
- Predicted impact on key goals
- The feasibility (level of difficulty) in improving each of the ten dimensions
### MASTER PLAN

The State of Place Index is composed of ten urban design dimensions empirically known to impact people’s decisions to walk. Explore each dimension by clicking on its tile.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Form</th>
<th>Density</th>
<th>Connectivity</th>
<th>Proximity</th>
<th>Parks &amp; Public Spaces</th>
<th>Rec. Facilities</th>
<th>Pedestrian &amp; Bike Amenities</th>
<th>Traffic Safety</th>
<th>Aesthetics</th>
<th>Personal Safety</th>
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</thead>
<tbody>
<tr>
<td><strong>Existing</strong></td>
<td>22</td>
<td>10</td>
<td>81</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>11</td>
<td>52</td>
<td>74</td>
</tr>
<tr>
<td><strong>Future</strong></td>
<td>53</td>
<td>39</td>
<td>81</td>
<td>68</td>
<td>33</td>
<td>0</td>
<td>29</td>
<td>47</td>
<td>68</td>
<td>79</td>
</tr>
</tbody>
</table>
STATE OF PLACE INDEX for Block #1
Herisauer Str between Zurcherstrasse & Bildweiherstrasse

33.6
State of Place Index

73.8
State of Place Index
Block that Matches the Existing Built Environment - an 85% match
Murphy Ave and Alton Pkwy, Irvine, CA

Block that Matches the Proposed Scenario's Built Environment: a 70% match
N Broadway and 1st Ave, Fargo, ND

Similar Street Before

Similar Street After
SoP Profile for Test

The graph below describes the State of Place indices for the Test scenario, broken down into the ten urban designs dimensions.
WELL... SO YOU WANT TO TELL ME THAT YOU HAVE NOT PAINTED THE WALL?!!

NUMBERS DON'T LIE!
For every 1-point increase in the State of Place index, the odds of a collision decrease by 12.3% on average.
Probability of a Collision based on State of Place Index

- State of Place 0: 97.56%
- State of Place 20: 79.72%
- State of Place 40: 27.86%
- State of Place 60: 3.66%
- State of Place 80: 0.37%
- State of Place 100: 0.04%
Reduced Odds of a Collision Based on a One Point Increase in State of Place Dimension

<table>
<thead>
<tr>
<th>Parks &amp; Public Spaces</th>
<th>Pedestrian Safety</th>
<th>Traffic Safety</th>
<th>Density</th>
<th>Form</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-5.60%</td>
</tr>
<tr>
<td>-26.50%</td>
<td>-11.20%</td>
<td>-10.70%</td>
<td>-9.30%</td>
<td>-5.60%</td>
</tr>
</tbody>
</table>

-30% -25% -20% -15% -10% -5% 0%
INCREASED ODDS OF A COLLISION BASED ON 1 POINT DECREASE IN STATE OF PLACE DIMENSION

Perceived Crime Safety  Proximity to Non-residential destinations

12.80%  3.70%
COMMUTING  +3.5 MIN
DESTINATIONS  +4.6 MIN
EXERCISE  +14 MIN
I DON'T BELIEVE IN GLOBAL WARMING
STATE OF PLACE TEAM: DATAGEEKS & PLACELOVERS

ME!
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CTO

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Let’s Make Awesome Places People Love!!

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