Did the Frenchtown Better Block...

Bring diverse people together?

Improve connectivity?

Create a vibrant space?

Provide a platform for the community voice?

Produce long term impact?
A diversity of invitations brought a diversity of people.

The Frenchtown Better Block achieved a diversity of people by...

- providing a **variety of programs** that appealed to a wide range of people.

- **reaching out to the community** through a broad array of channels.

  - Social Media
  - Church
  - Television
  - School
  - City Website
  - Word of Mouth

Consequently, 39% of respondents said it was their first time to the site!

**Geographic Diversity**
2/3rds of respondents came from other neighborhoods.

**Racial Diversity**
Event attendees reflected the diversity of the area.

**Age Diversity**
Activities invited a broad range of age groups.

**SOURCE:** Intercept Survey (N=46, MOE ± 12% at 90% confidence), Public Space Public Life Survey (Age & Gender)
People socialized... A lot!

The Frenchtown Better Block was an exceedingly social event. Every respondent we surveyed reported having a social interaction with someone they did not come with to the event.

Many places and events have diverse people or social interaction – but very few succeed in achieving both.

100% of respondents had a social interaction with someone who they did not come with.

78% of respondents recognized someone they didn’t plan to meet.

2 out of 3 respondents spoke with someone they didn’t know before the event.

SOURCE: Intercept Survey (N=46, MOE ± 12% at 90% confidence)
Design connected activities in a safe and playful way.

Strategic design elements facilitated public life.

Linking activities on both sides of Brevard Street with pedestrian infrastructure improvements like the art-crosswalk made the space feel complete and active. The pedestrian island also appeared to slow down traffic considerably, improving safety and comfort at the event.

Crossed Brevard Street using the new art-crosswalk and pedestrian island. In a city where 89% of people commute by car!

87 people/hour

SOURCE: Public Space Public Life Survey (Saturday Pedestrian Hourly Average), U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates Table B08301: Means of Transportation to Work
Overlapping programs made the space feel vibrant.

Activity shifted to different areas and programs throughout the event.

On Friday night activity was split between the plaza and the amphitheater where live music played most of the evening.

On Saturday our study observed more activity in the Macomb St plaza. Because morning activity was sparser, the performance space was moved to the plaza alongside the food and commercial activities. This overlapping of programs converged a critical mass of people, and made the space feel vibrant.

Vendors + Performance + Food + Education...
People want to participate.

More than 2/3rds of survey respondents said they could see themselves becoming actively involved in supporting or maintaining the site in the future. Over 1/2 said they were already actively involved in maintaining the site.

Frenchtown locals in particular felt positively about the place – 88% reported a positive sentiment versus 59% of respondents from other areas.

What are community members doing to support this place?

“Feeding students breakfast”

“Cleaning the neighborhood”

“Help at community center”

“Jane’s walk”

“Volunteering with bicycle house”

“iGrow volunteer”

SOURCE: Intercept Survey
Frenchtown Better Block Showcased That Change is Possible