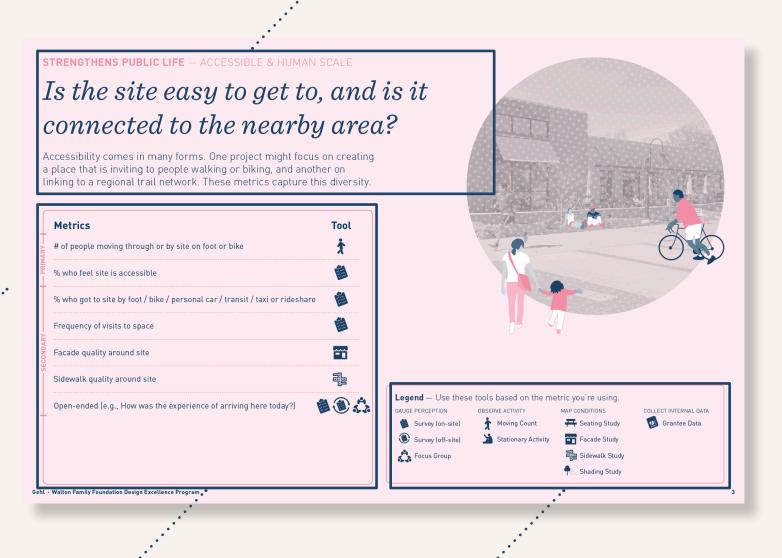
Metrics Guide



Project-specific goals can be measured in different ways. The pages that follow demonstrate potential metrics (and associated methods) for common goals within each principle.

These goals can
be measured
at a site before
construction, or
once construciton
is completed



Key metrics that can

help you measure

progress (priority

metrics are at top)

Principle and goals

Methods for collecting

data, by observing, gauging

perception, mapping, and

collecting internal data

your project might

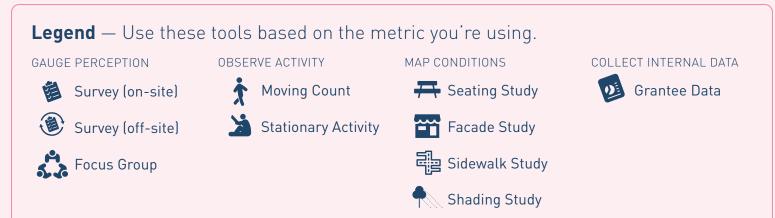
set out to achieve

Is the site easy to get to, and is it connected to the nearby area?

Accessibility comes in many forms. One project might focus on creating a place that is inviting to people walking or biking, and another on linking to a regional trail network. These metrics capture this diversity.

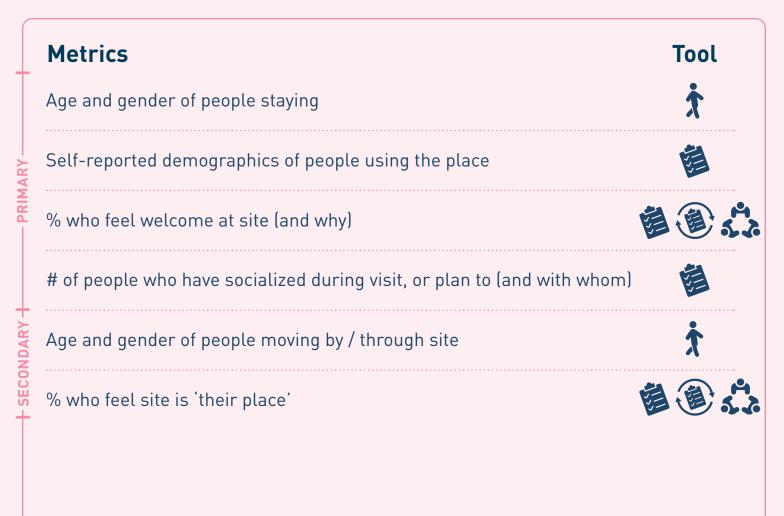




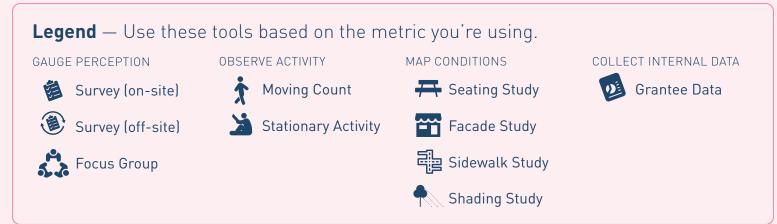


Does the site foster social connection, welcome all, and bridge differences?

At their best, public spaces don't just offer a place to relax alone — they also spur interactions with others. Measuring levels of social connection and diversity can keep projects accountable to this ambition.







Does the site invite people to spend time and enjoy themselves?

For people to spend time in a place, they need to feel protected from harm, comfortable staying, and delighted by their experience. These metrics gauge how successful the site is inviting people in.







Survey (on-site) Survey (off-site)

Focus Group

Stationary Activity

Facade Study

Sidewalk Study

Shading Study

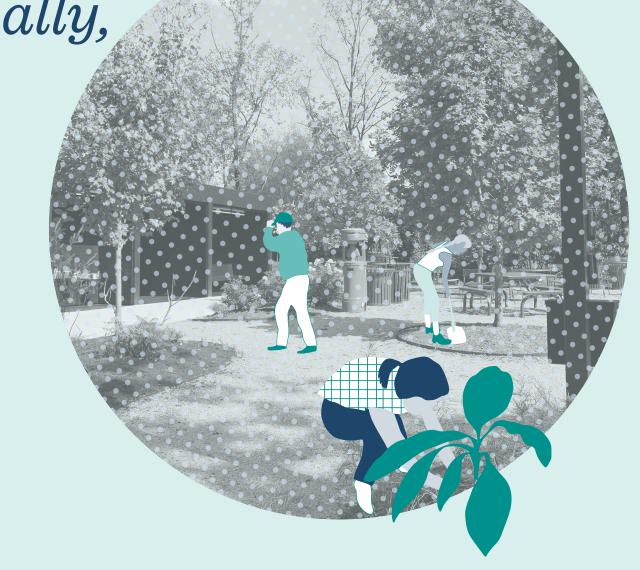
Grantee Data

ELEVATES STANDARDS OF SUSTAINABILITY & RESILIENCE — RESOURCE / FINANCIALLY EFFICIENT, PRACTICAL

Is the site environmentally, financially, and operationally efficient?

These metrics capture various dimensions of a site's sustainability — from whether energy-efficient materials and systems are in place, to performance against project budget, to ease of site maintenance.



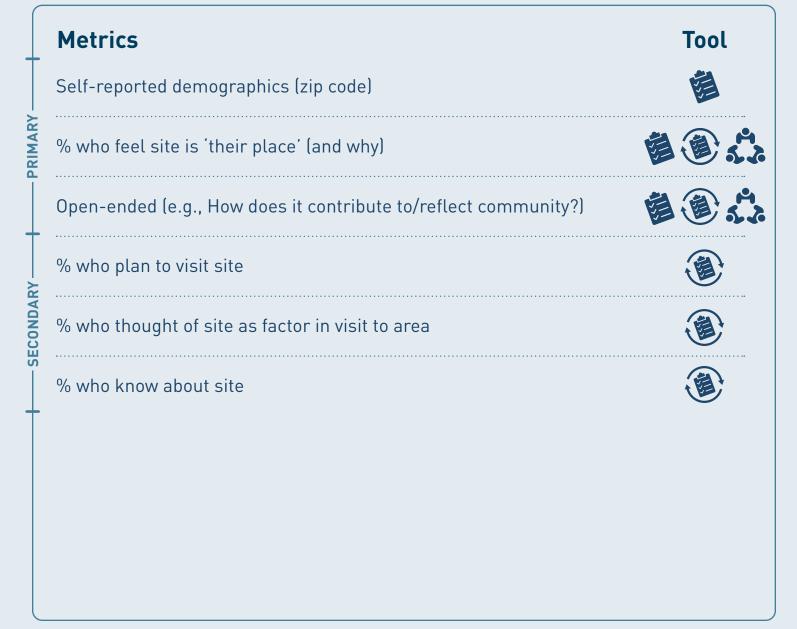




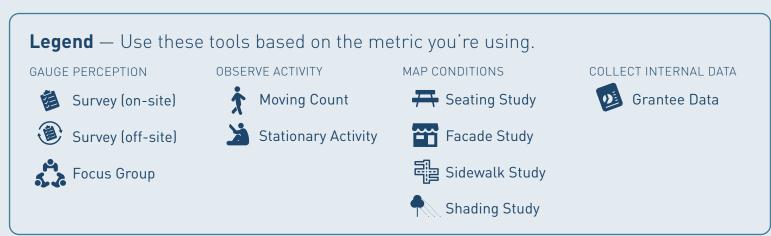
CELEBRATES LOCAL CULTURES & PLACE — RESPONSIVE, REFLECTIVE OF AN UNDERSTANDING OF LOCAL PLACE

Does the site resonate with locals and foster a sense of ownership?

It can be challenging to measure whether people think of a place as 'their own.' These metrics give a pulse of how successful a site is in reflecting the NWA identity and in becoming a go-to place in the area.







Does the site benefit local business and economic development?

Projects located in or near downtowns or commercial areas can be particularly effective in driving investment in the area and visitors to local businesses. These metrics help give a pulse on whether this link exists.







GAUGE PERCEPTION

Survey (off-site)

Focus Group

Survey (on-site)

OBSERVE ACTIVITY

Moving Count

Stationary Activity

Seating Study

Facade Study

Sidewalk Study

Shading Study

COLLECT INTERNAL DATA

Grantee Data

Additional metrics — and associated methods — are included in the coming pages.

Metrics Reference Sheet

Walton Family Foundation Design Excellence Program

Note: All metrics will benefit from analysis by respondent demographics

PRINCIPLE AND GOAL	METRIC	METHOD TYPE
Strengthens Public Life		
Accessible	Level of quality and maintenance of pavements and surfaces	Map Conditions
	Visitors have the option to arrive by different modes (sidewalks and bike lanes are connected to a wider-network; bike parking; crosswalks)	Map Conditions
	% of people that walk, bike, or take transit to the place	Gauge Perception
	# of entrances per linear foot of a public space boundary; # of points of access	Map Conditions
	% of people who feel the space is accessible and easy to navigate	Gauge Perception
Socially Diverse	Demographic diversity of visitors	Gauge Perception
	# of physical elements that reflect diverse local cultures, and perceived quality	Map Conditions
	% of visitors who feel included, analyzed by demographic groups	Gauge Perception
Comfortable	# of seating options (formal, informal, shaded, etc.)	Map Conditions
	# of feet of continuous shade	Map Conditions
	% of people who feel comfortable on the site	Gauge Perception
Safe	# of people moving through site	Observe Activity
	# and quality of of human scale lighting elements: lighting structures designed to light sidewalks and pedestrian areas.	Map Conditions
	# of people staying at the site	Observe Activity

Strengthens Public Life		
	% of people who report feeling safe	Gauge Perception
Delightful	# of people playing as part of stationary activity	Observe Activity
	# of children and families present	Observe Activity
	# and quality of playful features on site	Map Conditions
	# of people staying at the site	Observe Activity
Human Scale	Height of facades and entrances are in proportion to pedestrian heights and site-lines	Map Conditions
	Perception that ground floor facades are engaging	Map Conditions
Social	% of people who report connecting with others who are acquaintances or strangers	Gauge Perception
	# of people engaging in social activity in the space	Observe Activity
Elevates Standards of Sustainability and Ro	esilience	
Resource Efficient	Annual energy usage	Collect Internal Data
Financially Efficient	Budget performance	Collect Internal Data
Flexible / Adaptable	# of features / physical elements (e.g., in total square feet) that are flexible or adaptable	Map Conditions
Practical	Annual maintenance budget	Collect Internal Data
Environmental Features	Inclusion of environmentally friendly features (e.g., stormwater drainage, LED lighting)	Collect Internal Data

Celebrates Local Cultures and Place				
Responsive	# of project elements resulting from community engagement	Gauge Perception Collect Internal Data		
	% of people who feel the space is "for them" or "their place"	Gauge Perception		
Reflective of an understanding of local place	% of people who feel the space reflects regional character	Gauge Perception		
Builds Regional Capacity				
Collaborative	# of partnerships in design process	Collect Internal Data		
Informative	# of local stakeholders who learn about the design process	Collect Internal Data		
Inspirational	% of people who feel the site is "world-class" or "inspiring"	Gauge Perception		
Supportive of local economic development	% of people who report visiting local small businesses and/or nearby downtown pre/post visit	Gauge Perception		
Supportive of inclusive growth	% of people who see project as good for NWA's growth	Gauge Perception		
User appreciation for great design	% who say they value they design of the space	Gauge Perception		