Battery Park City Authority
Parks User Count and Study
2017-2018

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Woodland play area in Teardrop Park

Figure al Fresco in South Cove is one of several free, weekly art programs provided for all ages with artist-instructors

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Cover: Teardrop Park (All photographs provided by Battery Park City Authority)

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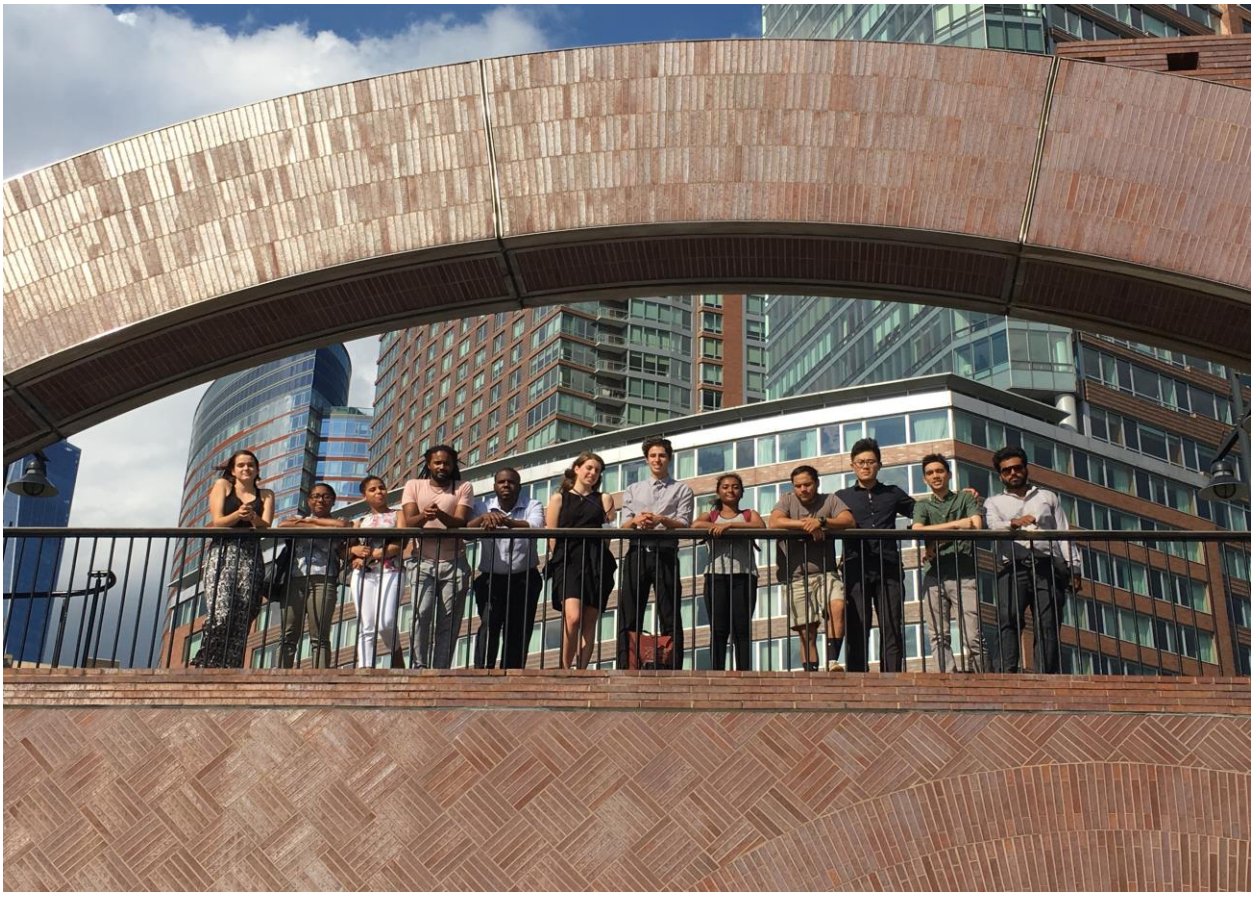

Wagner Park Pavilions

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Letter from BPCA President and Chief Executive Officer Benjamin (B.J.) Jones

Parks are good for people, and Battery Park City's parks are no exception. Research has shown that exposure to nature, physical activity, attending concerts, and mindfulness all contribute to our well-being. So surely taking in the expanse of Rockefeller Park, running the bases on the Battery Park City Ball Fields, enjoying River & Blues at Wagner Park, taking some contemplative time in Rector Park, or watching the Hudson River from South Cove (to name just a few uses) makes it worth the Authority's investment in our parks and public spaces.

This led us to ask a basic but important question: *Who uses our parks and why?* To date, the benefits of the public spaces here seem apparent, but are largely anecdotal. This, too, goes for opportunities for improvement that we've heard about. And so we engaged Borough of Manhattan Community College (BMCC) to take a scientific approach in analyzing the usage of our parks. This approach included statistical counts, surveys, and focus groups, resulting in a bevy of data from a range of users – from those who were experiencing their first visit to others who have been enjoying the parks for 35 years. There is also an informative analysis of the north and south neighborhoods' census data.

In that data it's wonderful to see that users love our public spaces. Residents like the backyard feel, visitors appreciate the stunning views, and workers enjoy a serene respite from a busy day. There's also useful data on opportunities for improvement, many of which substantiate concerns we have heard from our engaged community. This report will be instrumental in helping us build on our strengths when it comes to maintenance, programming, and horticulture, and help us focus our efforts in addressing matters like resiliency, safety, and making our spaces more engaging and welcoming to everyone. This data will help us all in asking better questions and making better decisions, which will lead to better parks as a result.

There was one additional benefit of this study that is also worth mentioning: Through this partnership with BMCC, spearheaded by our Director of Community Partnerships and Engagement Abby Ehrlich, we have established a close relationship with a neighborhood institution of higher education, and they have had the opportunity to use our parks as a living laboratory to educate budding young social scientists. Many of the students at BMCC who helped conduct the study had never been to Battery Park City, and were pleasantly surprised to find this gem just a short walk from their campus.

Battery Park City's resounding success marks a dramatic improvement in the urban landscape of New York City. Our green spaces abound where deteriorating piers were once crumbling into the Hudson River. The idea for a new waterfront neighborhood on Manhattan's lower west side was an innovative vision that remains remarkably fresh and vibrant 50 years later. This *Battery Park City Authority Parks User Count and Study* helps illustrate how far we've come and how to be responsive and effective in the work that awaits us. I hope you will find it as illuminating as we have.

B.J. Jones
President & CEO

FOREWORD

The members and staff of the Battery Park City Authority (BPCA) are stewards of 1.2 miles of some of the most outstanding shoreline in urban America. Park areas along the Hudson River Esplanade and the cultural institutions within this unique linear park serve local residents, employees of the nearby office buildings, and domestic and international tourists. To better understand the variety of public uses of its park system, the Battery Park City Authority (BPCA) has commissioned this empirical study, conducted by personnel of the Borough of Manhattan Community College under the direction of Professors Michelle Ronda and Robin Isserles. The BPCA Parks User Count and Study documents annual and seasonal patterns of public use in the parks, and park visitors' feelings about their experiences. The study is designed to help BPCA meet the challenges of maintaining the high level of satisfaction that park visitors enjoy.

As Battery Park City celebrates its fiftieth anniversary in 2018, it is worthwhile to remember that twice in this century the Authority has had to rebuild some of its parks and waterfront infrastructure: first after the tragic events of 9/11, and then after the flooding caused by Hurricane Sandy in 2012. Each time it has restored its park system to its award-winning contours. But it is also important to remember that the very existence of these parks, accessible as they are to the general public, was the result of many years of controversy and debate. Indeed, the creation of Battery Park City itself was a consequence of profound technological changes that altered the character of the Port of New York during the past century.

For most of its history, the city's waterfront above the Battery was largely inaccessible to the general public. Hemmed in by docks and the towering masts and yardarms of ocean sailing ships, it was only at the Battery where there was open space affording leisurely views of the Hudson. In 1851 Herman Melville described the Battery as a place populated by "dreaming landsmen" [and women] "fixed in ocean reveries," who most of the time were "tied to counters, nailed to benches, clinched to desks," unable to get a glimpse of the water that surrounded the city. A century later, with the advent of modern aviation and container shipping, most of the Manhattan docks were obsolete and decrepit, but still the public had very limited access to the Hudson River shoreline.

Landfill from the original World Trade Center and other lower Manhattan buildings created potential building space in the Hudson above the Battery. Thus in 1969 the first Master Plan for the area was formulated by several prestigious architectural firms: Harrison and Abromovitz, Conklin and Rossant, and Johnson/Burgee**.** As shown in the sketch of this proposal ("A concept drawing," on the following page), the architects envisioned a

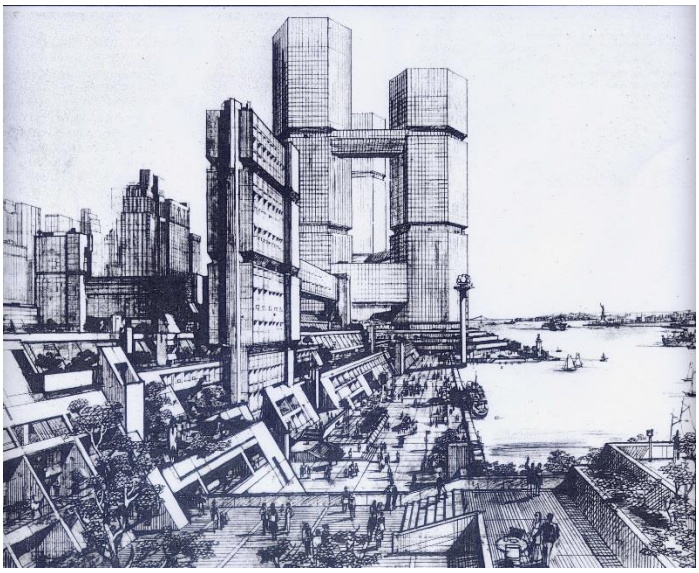

Figure 1: A concept drawing for the future Battery Park City, 1969, New York City

megastructure that was isolated from the surrounding streets and offered limited public access to the waterfront.[1] Jane Jacobs, and other critics of such citadel-like urban developments, vehemently opposed the plan. Finally, in 1969 a new Master plan, drawn by Alexander Cooper Associates, joined the area into the adjacent streets and neighborhoods and created the successful urban center of contemporary Battery Park City. That Master Plan also envisioned a system of parks and walkways whose uses are the subject of the current analysis.

How successful are the park facilities of Battery Park City? This is the central question addressed in this report. But on a walk through the area even a casual observer would easily see that visitors are enjoying themselves as they stroll the Hudson River Esplanade or relax in the brilliantly designed coves, parks and recreation facilities. The parks' ambiance are further enlivened by events and programs hosting school groups, while children from the nearby apartment buildings enjoy the area's playgrounds.

For planners and park managers, however, the question of what makes a park system like that of Battery Park City successful hinges on additional questions that must be addressed through data gathered about park visitors. In consequence, the Battery Park City Authority has commissioned a systematic counting of visitors in the different park areas of its linear system, a representative survey of park visitors, and focus group discussions about the parks with local residents of Battery Park City. The results of this effort, as presented by Professors Ronda and Isserles in this report, are replicable measures of park use by the appropriate temporal variables (e.g., time of day and week, seasonal variations). These measures will help inform future management decisions about park programming, capital improvements and infrastructure maintenance, and park security. Knowledge of visits by local residents, visitors from other New York communities, local office employees, and tourists (domestic and international) provide

[1] According to Yakas, 2015, this "drawing was commissioned by then-Mayor John Lindsay, and was in essence Battery Park City's first official master plan. This particular rendering was a collaboration between the mayor's preferred architects, the firm of Conklin & Rossant, Governor Rockefeller's team, and Philip Johnson." Please see the full report for the full list of references in this Executive Summary.

measures of how well these populations are represented in the Battery Park City parks and the quality of their experiences as they perceive them. Similarly, analysis of the gender, age, and racial/ethnic representation among visitors provides indicators of how well the Battery Park City parks attract a diversity of visitors.

Figure 2: Battery Park City's Public Art Collection is the subject of art tours, which includes Jim Dine's sculpture *Ape & Cat (At The Dance)*, Robert F. Wagner, Jr. Park

Among its many findings, the research by the BMCC social science team highlights the way stewardship of this unique park system requires BPCA to calibrate park programming with sometimes-conflicting needs of an extremely diverse parks constituency. The vast majority of park visitors interviewed expressed their love and admiration for Battery Park City parks. This report should assist BPCA in maintaining that extremely high level of enjoyment and approval.

William Kornblum, Ph.D.
Professor Emeritus, Sociology
Graduate Center of the City University of New York

PREFACE

Figure 3: Our last day in BPC parks counting and surveying (June 2018). From left to right: Michelle Ronda, Francesco Bongiovanni, Bibiana Martinez, Ophelia McBean, Maria Torres, Saif Mozeb, Michael McConnell, Daniel La Marca, and Robin Isserles.

Michelle Ronda

Having grown up in Astoria, and having never visited Battery Park City until I was an adult, I had no idea what I was missing. Like the majority of high school-aged New Yorkers, I attended a school that was closer to my home in Queens, rather than travelling into other boroughs (Lewis and Burd-Sharps, 2016). Although I ventured far and wide around the city, I did not have occasion to spend time in the neighborhood until I began working nearby. I was fortunate to begin teaching full-time at BMCC, Tribeca neighbor to Battery Park City, across West Street, in 2014, and first walked through Battery Park City in 2015 to accompany Robin Isserles to the Ferry terminal there.

As an urban Sociologist, I remember being struck, as we walked down Chambers Street to River Terrace, by the way the confines of the city began to slip away the closer we got to the Esplanade. I developed a habit of taking a short break during long work days, crossing West Street to walk over to the Esplanade, a place that refocuses my attention, refreshes my energy, and that helps me think when I find myself too overwhelmed by the tasks and responsibilities of the day. The mix of people and diversity of uses in Battery Park City public spaces are impressive, even to the untrained eye, and

now having spent a year immersing myself in the intricacies of these spaces, I am thrilled to have the opportunity to share our findings in support of the continued success of this urban treasure.

Robin G. Isserles

I've been walking through a small portion of Battery Park City parks regularly since 2013. I commute into Manhattan from New Jersey by New York Waterways, having made the switch from the PATH because walking through even this small area of Rockefeller Park had become a great way to both start and finish my day. The beauty of the grounds, the water, and just observing the ways in which the visitors seemed to enjoy their time in the parks was infectious. I loved walking to the BMCC campus in the early morning seeing the people doing Tai Chi on the lawn, the nannies strolling the children through The Real World, and of course, the BPCA gardeners trimming and manicuring the greenery with such care. And on my way back to the ferry, later in the day, the sunbathers had replaced the Tai Chi'ers, the school children congregated at the basketball courts, and the workers stole a few precious minutes in the sun on an afternoon break. The physical beauty of the landscape looking out at the Hudson continues to enhance my commute to this day.

Had I known of the beauty and calm that typifies the South Esplanade all the way down to Pier A, no doubt I would have somehow made some time in the South Cove and Wagner Park. Since my participation in this study, I have brought family and friends to the park and Museum of Jewish Heritage.

In fact, I make it a point to encourage my students to take advantage of the calm and beauty of this vital resource. It is always instructive to appreciate the unanticipated benefits that conducting research may bring to one's life. My life has certainly been enriched and my appreciation for the necessity of urban parks has increased as a result of my participation in this study.

We learned a great deal from the observations and experiences of our students, and are so appreciative that the BPCA has been so interested in their perspectives as well. One consistent theme throughout the year that kept surfacing was how much the parks feel like a place for creating community. Research Assistants observed this among the child-care givers (nannies and babysitters) who mind children and spend time together across the public spaces of BPC. They also observed regular community contact on the BPC Ball Fields and basketball courts. Several of our students shared very positive experiences talking with seniors who were very often willing to participate in the survey. They were thankful and appreciative for these intergenerational interactions. Due to their overall positive experiences in the park, over the last year, so many of the research

assistants have begun to use the park – coming to do homework during breaks from classes, or bringing their families and friends to share in its beauty.

ACKNOWLEDGEMENTS

Michelle Ronda and Robin Isserles are deeply thankful to Abby Ehrlich, Director of Community Partnerships and Engagement at the Battery Park City Authority, for first reaching out first to William Kornblum to discuss the possibilities of a Parks User Count and Survey of the public spaces of Battery Park City. We are equally grateful to Professor Kornblum for inviting us into this remarkable opportunity, and to Abby for working along with us on this project.

In a very real way, this collaboration not only gives meaning to the "community" aspect of community colleges, but it also demonstrates the possibilities of bringing Sociology to the public, both of which help cultivate significant relationships with partners such as BPCA. This collaboration made possible the unique opportunity for about 40 CUNY undergraduate students to participate in potentially life-altering experiences. For both of us, training our students in sociological methods, and working with them to conduct this user study has been a highlight of our teaching careers.

This collaboration between two important institutions in Lower Manhattan also represents the embodiment of the BPCA's mandate to "plan, create, coordinate, and sustain a balanced community of commercial, residential, retail, and park space within its designated 92-acre site on the lower west side of Manhattan" (BPCA, 2018). We thank the Battery Park City Authority for this opportunity. Many BPCA employees and affiliates helped make possible our work, including: B.J. Jones, President and Chief Executive Officer; Eric Munson, Vice President of Administration & Strategic Planning; Nicholas Sbordone, Vice President of Communications & Public Affairs; Craig Hudon, Director, Parks Programming; Freddy Belliard, Community Operations Supervisor; Bruno Pomponio, Director of Park Operations; Peter Campbell, Event Coordinator; Paul Diaz, Foreman, Community Center at Stuyvesant High School; and Patrick Murphy, Account Manager / BPC Ambassadors, Allied Universal.

Many BMCC community members were also instrumental in this work. We are grateful to Criminal Justice Professor Ilir Disha for his invaluable assistance in data coding, cleaning, and analysis. We thank the Office of Sponsored Programs for their support and guidance throughout the life of the grant. We thank the Research Foundation of CUNY for administration of the grant. We especially thank the BMCC Office of Public Affairs for their fine work in publicizing this research project. We are also grateful to the Director of

Research, Dr. Helene Bach, and to Aned Carolina Buczynski-Kos, Lab Manager of the Social Sciences Research Lab, without which our data entry and analysis would not have been possible. Finally, we thank the Chair of the Social Scenes, Human Services, and Criminal Justice Department, Dr. Sangeeta Bishop, for the Department's ongoing support of faculty research.

While we had the opportunity to work with a great many students on this project, a few in particular who were able to remain with us until the end of our time in field deserve special mention. We feel so fortunate to have trained and worked alongside: Bibiana Martinez Alvarez, Francesco Bongiovanni, Sekou Koulibaly, Daniel La Marca, Lisette Maliza, Ophelia McBean, Michael McConnell, Saif Mozeb, Degdra Perez, Nicole Primus, and Maria Torres. All of them show great promise as researchers and sociological thinkers. A list of all the students who contributed to this project as research assistants is in Appendix K.

We would like to thank Daniel La Marca for capturing many of the photos used in this report. The remaining photos were taken by members of the BMCC Research Team or were found online and are Creative Commons licensed, unless otherwise credited.

Figure 4: CUNY student research assistants training in BPC at the steps leading into Rockefeller Park in July 2017

EXECUTIVE SUMMARY

From July 2017 to early June 2018, a team of researchers from the Borough of Manhattan Community College (BMCC) of the City University of New York (CUNY) studied the users and types of use of the 36 acres of public parks of Battery Park City (BPC) on behalf of the Battery Park City Authority (BPCA). In total, we survey-interviewed 549 randomly-selected park visitors, made direct contact with another 2,836 visitors (also randomly-selected), systematically counted over 32,000 visitors in BPC parks, and held seven focus groups with BPC stakeholders. We counted people in formally-designated parks in BPC, as well as the many other public spaces that are not formally parks, but see regular visitors. When we refer to "parks" in BPC throughout this report, we include all of the following places which were included as we counted users and approached visitors (using a randomized methodology) to invite their participation in our Parks User Survey: Governor Nelson A. Rockefeller Park; The Real World; Lily Pool; the area just outside the Port Authority Ferry Terminal; Teardrop Park and Teardrop Park South; the Ball Fields and Terrace; the entirety of the Esplanade; Belvedere Plaza; the North Cove Marina; the Oval Lawn (though not managed by BPCA); the Police Memorial; Monsignor Kowsky Plaza; Rector Park; West Thames Park and Playground; Liberty Community Garden; the South Cove; the plaza surrounding the Museum of Jewish Heritage; Robert F. Wagner, Jr. Park; Pier A and Pier A Plaza. The Irish Hunger Memorial was excluded from our counts, as it was closed for repair at the start of the study.

Based on this research, along with data gathered by BPCA, it is estimated that approximately 690,000 people – residents and non-residents alike – make use of the 36 acres of parks in BPC each year. On the busiest day in the field in BPC parks, we counted over 4,900 people, which translates into 136 people per acre.

Our count of people in public space estimates 468,000 BPC parks visitors over a year, with Rockefeller Park seeing the largest number of visitors on both weekdays and weekends, and Rector Park being the least-trafficked location.[2] This is a conservative estimate, but it shows the popularity of specific areas of the park system, and establishes a baseline to understand issues of use and crowding in the future. When we supplement our count with figures from local schools, institutions, residents, and riders on the local ferry stop, BPC sees about 690,000 visitors per year.[3]

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[2] Counting people in public space presents a number of challenges, not least of which is determining the boundaries of those spaces. Details on the methods and procedures used to count people in the public park spaces of BPC are available in the full report at bpca.ny.gov. We divided the whole of BPC public spaces into twelve areas to facilitate counting and survey locations.

[3] To supplement our count (annual average of 467,340 people), we include here the numbers on visitors to public spaces of BPC: the number of employees of local businesses (estimated at 39,292); annual visitors to the Museum of Jewish Heritage (estimated at 152,622); the number of residents (estimated at 15,935);

Both the results of extensive visitor counts, and the opinions expressed by a random sample of park visitors confirm that the parks are extremely successful in providing an attractive and safe environment for a diverse population of users, more diverse by gender than by race and ethnicity. The park facilities draw a wide variety of social groups, many with children. A majority of visitors come in groups (63%), and a fair number come with dogs (29%).[4] In terms of usage of public space in BPC, about 45% were visitors, 36% residents, 16% work in BPC, and another 6% were commuting through BPC.

About 47% of visitors come from the New York City Metro area (relying on the Census definition of the local Metropolitan Statistical area, a 27-county area which includes 12 counties in New York State [coextensive with the five boroughs of New York City, the two counties of Long Island, and five counties in the lower Hudson Valley]; 12 counties in Northern and Central New Jersey; and three counties in northeastern Pennsylvania), 31% of visitors come from out-of-state (all those who were not from the New York City Metro area previously defined), and 22% are within walking distance of BPC. Visitors have been coming to BPC parks for an average of six years, and we found 25% of people surveyed were there for the first time. Almost four out of 10 of the people with whom we spoke visit BPC parks daily, though residents are more likely to do so (69% of residents reporting daily visitation, compared to 32% of non-residents).

When asked what brought people to Battery Park City on the day of the survey, about three in 10 people said that they had come to BPC parks to sightsee, 19% had come to walk, and 10% said they came to walk dogs.[5] When they arrive, people also reported that relaxing and hanging out were among the top ten things they do in BPC parks.

People name activities such as sitting, relaxing, admiring the view, picnicking, sun-bathing, and people-watching, and other kinds of passive leisure, as their favorite activities in BPC parks, though residents are more likely to cite active leisure, including walking, jogging, biking, and exercising than non-residents.

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the number of people visiting local schools regularly (estimated at 5,454), and a conservative estimate of ferry passengers who use the terminal within BPC (estimated at 10,000). We excluded from this revised estimate visitors to Poets House, to the Skyscraper Museum and to the local branch of the New York Public Library because we did not systematically count people directly outside these institutions. Please note that the full report contains more detail on the total number of visitors, and when adding in additional data from BPCA on Ball Fields use, along with program attendees, the total number of visitors is estimated at over one million per year.

[4] Note that these figures include both people we surveyed, as well as people who declined to be surveyed; the percentages here do not total to 100% as people may have been included in more than one category, such as being in a group and having a dog.

[5] Note that our researchers observed three in 10 people in BPC parks accompanied by dogs, but only 10% of people who participated in the survey said they came to BPC parks to walk a dog.

When asked about their least favorite things about BPC parks, the highest percentage could think of nothing, and 35% of people said they like everything about BPC parks, though non-residents were more likely to take this view. Residents had more people- and animal-based dislikes, whereas nonresidents were slightly more likely to point to amenity-based dislikes, like insufficient restrooms and poor wireless connectivity. Issues of dog waste, hazards caused by bicycles on walkways, and perceptions of crowding at certain times of the day, are among the management issues the full report highlights.

The Esplanade and views of the Hudson are the number one attraction for BPC parks visitors. We heard frequently from people, residents especially, their love of the sunsets. Residents and non-residents alike would look forward to more special events, such as a concert or festival, with residents preferring a children's, family or dog event and non-residents expressing interests in sports and athletic events.

Young Sprouts drop-in program in the Children's Garden, Gov. Nelson A. Rockefeller Park

August evening concert on BPC's Belvedere Plaza

Key takeaways from the BPCA Parks User Count and Study:

1. Over half a million people visit the parks of BPC each year (a conservative estimate).
2. The parks of BPC saw a higher percentage of non-resident visitors (45%) than resident visitors over the course of three seasons, according to our survey. The survey researchers also encountered regular visitors who work in BPC (16%) as well as commute through BPC (6%). Thus, BPCA is providing services to multiple communities in accordance to its public mission.
3. The average length of residency for those surveyed is eight years. The average length of time that those surveyed report having worked in BPC is six and a half years, and the average time people surveyed have been coming to BPC parks is six years.
4. About 47% of visitors come from the New York City Metro area, 31% of visitors come from out-of-state, and 22% are within walking distance of BPC.[6]
5. Most visitors to BPC parks (here including both residents and non-residents) come in a group (six out of 10) and about three in 10 people come with a dog. About 11% of people come to BPC parks on bikes.
6. About 25% of visitors to BPC parks during the study period were there for the first-time.
7. The Esplanade and views of the Hudson were named as most peoples' favorite part of BPC parks.
8. Almost four out of 10 of the people with whom we spoke visit the public park spaces of BPC daily, though residents, perhaps unsurprisingly, are more likely to do so (69% compared to 32% of non-residents).
9. When asked what brought them to BPC parks on the day of the survey, about three in 10 people report that they came to BPC parks to sightsee, 19% said that they came to walk, and 10% report that they came to walk dogs.
10. When asked about their least favorite things about BPC parks, the greatest percentage could think of nothing, with 35% of people saying they like everything about BPC parks.

[6] For the New York City Metro area, we here rely on the Census definition of the local Metropolitan Statistical area, a 27-county area which includes 12 counties in New York State [coextensive with five boroughs of New York City, two counties of Long Island, and five counties in the lower Hudson Valley]; 12 counties in Northern and Central New Jersey; and three counties in northeastern Pennsylvania.

Battery Park City at a Glance

Our research focused exclusively on counting and surveying users of the public parks of Battery Park City. However, this unique place, managed by the Battery Park City Authority, includes mixed uses. To contextualize, we here offer a brief introduction to Battery Park City in order to contextualize our study.

According to its website:

> The Hugh L. Carey Battery Park City Authority is a New York State public benefit corporation whose mission is to plan, create, coordinate, and sustain a balanced community of commercial, residential, retail, and park space within its designated 92-acre site on the lower west side of Manhattan. ("Who we are," 2018).

As our foreword notes, BPC was built on the southern side of lower Manhattan by reclamation using materials excavated during the construction of the World Trade Center and other construction projects in the 1970s. BPC has mixed uses, with residential buildings, commercial spaces, and 36 acres of public park spaces in the 92-acre site. There are a variety of public parks, playgrounds, Ball Fields, basketball courts, and many benches along the Esplanade, which runs the length of BPC along the Hudson River.

BPC is a neighborhood, a series of parks, a workplace, a tourist destination, and home to those who live here. The parks and public spaces here are the "backyards" to many of the nearly 16,000 residents (see the section on Focus Group findings for details on residents' views of BPC, as well as the section on the American Community Survey for Census data about BPC residents), and also a public resource for hundreds of thousands of non-resident visitors, tourists, daily commuters, and workers each year who come here intentionally, as well as find their way here by happy accident (see the section on results of our User Survey for more details on what brings people to BPC). There are a variety of community institutions in BPC that bring regular visitors to the area, some for the school-year, and some year-round.

Community Institutions

BPC is home to the following public schools, with over 5,200 students and more than 200 faculty and staff:

- PS 89 "The Liberty School"
- IS 289 "The Hudson River School"
- Spectrum School P94M (co-located within PS 276)
- Battery Park City School PS/ IS 276
- Spectrum School P226M (co-located within Stuyvesant High School)
- Stuyvesant High School

In addition, five daycares, nurseries, and preschools are within BPC, as is a branch of the New York Public Library (NYPL), which saw 169,012 visitors in 2014 (Giles, 2015). Other community institutions include the Poets House (50,000 annual visitors, according to Poets House, 2012), Museum of Jewish Heritage – A Living Memorial to the Holocaust (152,622 annual visitors), and the Skyscraper Museum. There are religious institutions including Trinity Grace Church, and Chabad of BPC. There are two community centers: Asphalt Green and the Community Center at Stuyvesant High School.

Business institutions

According to the U.S. Census Bureau, 2016 ZIP Code Business Patterns database, there are 484 business establishments in the three zip codes of BPC (10280, 10281, and 10282): 35% of businesses are in 10280, 34% are in 10281, and 31% are in 10282**.** According to the Census, for 2016, there are somewhere between 24,293 and 39,292 employees working in these three zip codes.[7]

Business establishments in BPC range from small, self-employed individuals up through very large corporate entities, with a majority of smaller establishments (4 or fewer employees).

The following table (Table 1) details the varying size of businesses in the zip codes of BPC:

Table 1: Size of BPC Business Establishments by Zip Code

Employment size of establishment	**Number of establishments**	**Percent**
All establishments (10280)	**169 (35% of total)**	
Establishments with 1 to 4 employees	108	63.9%
Establishments with 5 to 9 employees	26	15.4%
Establishments with 10 to 19 employees	20	11.8%
Establishments with 20 to 49 employees	11	6.5%
Establishments with 50 to 99 employees	4	2.4%
Establishments with 100 to 249 employees	0	0.0%
Establishments with 250 to 499 employees	0	0.0%
Establishments with 500 to 999 employees	0	0.0%
Establishments with 1,000 employees or more	0	0.0%

[7] The number of paid employees for zip code 10282 could only be estimated from the dataset, which indicates that somewhere between 10,000 to 24,999 paid employees work in this zip code.

Employment size of establishment	Number of establishments	Percent
All establishments (10281)	**165 (34% of total)**	
Establishments with 1 to 4 employees	58	35.2%
Establishments with 5 to 9 employees	20	12.1%
Establishments with 10 to 19 employees	16	9.7%
Establishments with 20 to 49 employees	29	17.6%
Establishments with 50 to 99 employees	13	7.9%
Establishments with 100 to 249 employees	14	8.5%
Establishments with 250 to 499 employees	8	4.8%
Establishments with 500 to 999 employees	6	3.6%
Establishments with 1,000 employees or more	1	0.6%
All establishments (10282)	**150 (31% of total)**	
Establishments with 1 to 4 employees	85	56.7%
Establishments with 5 to 9 employees	18	12.0%
Establishments with 10 to 19 employees	14	9.3%
Establishments with 20 to 49 employees	17	11.3%
Establishments with 50 to 99 employees	6	4.0%
Establishments with 100 to 249 employees	7	4.7%
Establishments with 250 to 499 employees	0	0.0%
Establishments with 500 to 999 employees	2	1.3%
Establishments with 1,000 employees or more	1	0.7%
TOTAL BUSINESSES IN BPC:	**484**	

Citi Bike is a for-profit bike-sharing program which operates Citywide and has five stations within BPC. According to their data, 296,000 rides originated from these five stations in 2017.

BPC is also home to the Brookfield Place Terminal of the NY Waterway Ferry (also known as the World Financial Center Terminal and the Battery Park City Ferry Terminal). The Downtown Alliance (Alliance for Downtown New York, 2018), which manages the Downtown-Lower Manhattan Business Improvement District (BID), estimates 6,266 average daily ferry riders on the NY Waterway Ferries at the BPC Terminal.

Residential properties and households

There are 30 residential buildings in Battery Park City. According to the American Community Survey (2016), there are almost 8,500 housing units within the two Census tracts of BPC, as seen in Table 3 below.

Table 2: BPC Housing Units and Vacancy Rates

	Selected Area	
	Number	**Percent**
Total housing units	8,488	100%
Occupied housing units	7,419	87%
Vacant housing units	1,069	13%
Vacancy Rates		
Homeowner vacancy rate	2.6	
Rental vacancy rate	7.9	

The average household size in BPC is 2.15 (compared to 2.65 in New York City), and the average family size is 2.89 (compared to 3.44 in New York City) (American Community Survey, 2016).

As noted, the section on the American Community Survey, below, details further information (demographics, social capital, and economic indicators) about the residents of BPC. Tables in Appendices I and J offer more details about institutions and businesses in BPC that bring regular visitors to the area for work, recreation, and leisure.

Regular Use of BPC Public Space: On counting users

The count we conducted of visitors to BPC public spaces was not designed as a census of daily users, nor did we attempt to record the number of visitors entering and exiting any buildings in the area. In these ways, our systematic count, while an accurate estimate of pedestrians in public space, remains an underestimate of daily traffic to BPC. To supplement our count (annual average of 467,340 people), we include here the numbers on visitors to public spaces of BPC: the number of employees of local businesses (estimated at 39,292); annual visitors to the Museum of Jewish Heritage (estimated at 152,622); the number of residents (estimated at 15,935); the number of people visiting local schools regularly (estimated at 5,454), and a conservative estimate of ferry passengers who use the terminal within BPC (estimated at 10,000). We excluded from this revised estimate visitors to Poets House, to the Skyscraper Museum and to the local branch of the NYPL because we did not systematically count people directly outside these institutions.

All told, when including the estimates of visitors named above, BPC public spaces serve about 690,000 people each year. If we include the estimates for Poets House, and the NYPL BPC branch, BPC sees about 909,000 visitors each year. If we also include figures from BPC Ball Fields usage (51,000), large events (28,000), and attendance at programs (31,485 in 2017 and 2,185 for the comparable time period in 2018 of our own study), the grand total of people visiting was over one million (1,021,670).

INTRODUCTION: Researching Public Space in Battery Park City (BPC)

The BPCA contracted with us to gather data for a reliable estimate of the volume of use of BPC parks (that is, an estimation of the actual number of visitors), as well as to gain insight into what visitors think about the public spaces and parks of BPC (including demographic information about visitors, as well as the ways in which visitors use the public spaces). Previous research in New York City parks, and elsewhere has demonstrated clearly that gaining insight into the number of users of public parks, as well as their behavior in, and opinions about, those spaces will assist park managers and conservancies to respond to the needs of visitors, to plan for future use and funding needs, and to make the most of all that park spaces have to offer (see, e.g., Central Park Conservancy's Central Park User Study, 2011).

We divided the 36 acres of parks and public spaces into 12 "locations" to make manageable the data collection process. These locations, detailed on maps available in Appendix A, were as follows:

Table 3: BPCA/BMCC User Study Counting and Surveying Locations

Location number	Location geography
1	Rockefeller Park and Northern Esplanade
2	BPC Ball Fields and Teardrop Park
3	Lily Pool to Belvedere Plaza
4	North Cove Marina
5	Oval Lawn, Kowsky Plaza, and Esplanade Plaza
6	South Esplanade
7	South Cove
8	Museum of Jewish Heritage Plaza
9	Wagner Park
10	Pier A Plaza
11	Rector Park
12	West Thames Park, Liberty Community Garden and Playground

We developed three instruments to gather data, in consultation with BPCA, which are available in appendices as noted below: (1) a set of count recording sheets by location (a sample counting document is included in Appendix B); (2) contact surveys to gather information from people approached to participate in the user survey, but who chose to decline (Appendix C); and (3) a user survey designed to gather as much information as possible in a short time from public park and public space visitors to BPC (Appendix D).

Our goal was to capture the most typical usage and visitors to BPC.

We hired and trained a total of 43 research assistants from July 2017-May 2018. Five of those researchers were BPCA 2017 summer interns, and nine were students in Robin Isserles' Sociology Capstone course at BMCC in the fall 2017 semester. The remaining 29 research assistants are current CUNY students, many at BMCC, or are BMCC alumni now enrolled in 4-year CUNY schools (and two in CUNY Master's Degree programs). The students were trained on our methodology and use of the data collection instruments, and given a set of instructions to consult once they entered the field to emphasize the importance of adhering to the methods we developed (Appendix E). In addition to the fieldwork training, we trained 18 research assistants to enter data into SPSS, a social science statistical software program.

Each student was issued a clipboard and surveys, count clickers, and a t-shirt designed to highlight the logos of our institutions, and to make clear that any visitors being approached to participate in the survey could identify that researcher as affiliated with the project (see Figure 5 for the t-shirt design, and Figure 6 for Research Assistant and BMCC Student Government Association President 2017-2018, Sekou Koulibaly, wearing it well).

Figure 5: BPCA BMCC T-Shirt for Research Assistants designed by Jonathan Gross, BPCA's Associate Art Director

Figure 6: Research Assistant Sekou Koulibaly during a shift on the Esplanade

Between July and October 2017, we conducted systematic counting and randomized survey interviews for a total of 48 hours over 12 shifts. Research assistants also systematically gathered data from people who declined to participate in the survey, so we could have some more indirect insight into park users, regardless of their willingness to answer questions with interviewers. Count and survey shifts included weekday, weekend, morning, afternoon, and early evening times, beginning as early as 9:00 am and ending at 9:00 pm. As many of the park lawns are inaccessible during the winter months, we resumed our counting and surveying in BPC parks for an additional twelve 3-hour shifts from April to June, 2018 (we had to reschedule several shifts due to inclement weather in the spring). For three seasons of counting and surveying (summer, fall and spring), we have collected the following:

Table 4: Battery Park City Parks User Study: Data Gathered by Instrument (July to October 2017 and April to June 2018)

Data Collection Tool	Total yielded
Independent Location User Counts A team of two researchers counted people in each of the designated 12 locations, as many times as possible in an hour. The average of their count was entered on the location user count sheet. Over the course of the project we gathered 334 counts across all locations.	334

Data Collection Tool	Total yielded
Contact Surveys Researchers approached every third person coming toward them over an imaginary line for the duration of each survey shift. If that third person declined to be interviewed, the research assistant completed a contact survey to capture detail about their observations of the person, as well as the reason they declined to participate. Research Assistants made contact with over 2800 potential survey participants.	2836
User Surveys If the third person the research assistants approached coming toward them over an imaginary line agreed to be interviewed, a user survey was administered. Research assistants completed over 500 surveys.	549

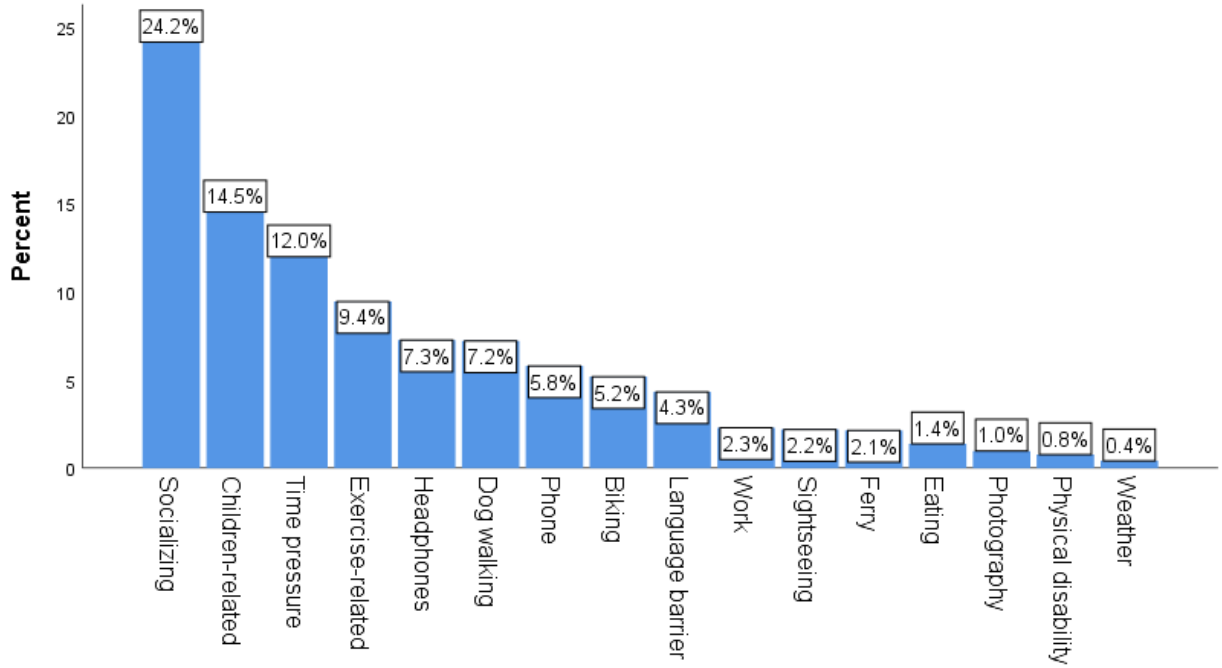
About 16% of people approached in the field in BPC parks agreed to participate in the User Survey (see the following section on limitations of the User Study for a more detailed explanation of this response rate). We asked the research assistants to note, whenever possible, the main reason that a person they approached declined to participate in the survey. These were Contact Surveys; Table 43: Locations of Contact Surveys (Users declining to participate in Survey) in Appendix F lists the locations of all contacts made.

As shown in Figure 7, below, those who we contacted, but did not wish to be surveyed, were most likely to be socializing in the public spaces of BPC (24%), or engaged in some way with children in their care (15%), from walking with them to heading to play in a park or playground. Another 12% of people approached indicated time pressure that prevented them from participation, including waiting for transportation, or being on their way to meet someone. People exercising (9%), wearing headphones (7%), or walking dogs (7%) were other common reasons for not participating directly. About 5% of people invited to participate were biking, and 4% had a language-barrier that prevented the interview from taking place. Nearly equal percentages of people declined as they were heading to work, sightseeing, and on their way to catch the ferry (2% each). One in ten people in BPC parks were eating, taking photos, or appeared to have, or mentioned directly, a disability that led them to decline participation.[8] Finally, on days that were very warm or very cool,

[8] In terms of people who appeared to have a disability, researchers were asked to note whether a person who declined to be interviewed appeared to have a mobility or physical impairment (such as being on crutches or in a wheelchair, or a visual or hearing impairment). Researchers also noted when the person volunteered this information in declining to participate in the survey, such as someone who said, “No, I can’t because I am hard of hearing,” or the like.

a few people did not want to stop to talk with the interviewers (see Table 44: Reasons that BPC parks users contacted declined to be interviewed in Appendix F for a more detailed listing of reasons people declined to participate in the User Survey).

Figure 7: Reason for declining participation in BPC Parks User Survey



These findings of reasons for declining to be interviewed echo our findings about what people like to do in BPC parks, with many visitors, especially BPC residents, enjoying times with groups of people, and with children. We say much more about this in the analysis section below.

A more detailed explanation of the methodology for the counts and surveying are available in Appendix G.

Limitations of the BPC Parks User Study

Any social science research study comes with limitations, and by definition, these typically come to light once a study is completed. The BPC Parks User Study was intended as an examination of the volume of users and variety of uses and users of the public spaces of Battery Park City. Our work is not prescriptive, but rather focused on providing as valid and reliable empirical information as possible to facilitate BPCA's management of the public spaces here. We did, to the best of our ability and available methodologies, focus on the overall usage and users of BPC parks. Thus, this is not a study of the residents of BPC exclusively, nor of the commercial and otherwise privatized spaces within BPC, but a study of the volume and use by people in the parks and other public spaces of BPC, which also, of course, includes some residents. Including these more privatized spaces may be considered for future User Studies.

Given the success of the 2011 Central Park User Study as the first systematic effort of Central Park since 1873 to determine the number of public users of the iconic Park and the similarities between the two parks as public spaces used for diverse purposes, the Battery Park City Parks User Study was modeled off this effort. The Central Park User study was led by our Research Consultant, Professor Bill Kornblum. However, early in this research it became clear that these studies differed in some significant ways. While Central Park is certainly bigger, there are more defined entrance and exit points, making it much easier for researchers to count and survey. For the parks and public spaces of Battery Park City, however, the residential buildings as well as city streets are more connected to the parks, thereby creating multiple access points. Initially, we wanted to focus on users exiting the public park spaces of BPC, but it quickly became clear that it would be impossible to consistently identify who was coming or going in most of the spaces within BPC. We were concerned that moving too far away from the boundaries of BPC would lead us to people who had not necessarily visited BPC on the day of the survey. We adapted our positioning of research assistants to survey people after the first few shifts to move them closer to the public spaces of BPC (while adhering strictly to the randomized selection of potential participants), as we learned that a true "exit" survey would not be realistic.

Our User Survey had a 16% response rate.[9] There is no social science literature to our knowledge that directly addresses the typical response rate for face-to-face survey interviews in public park spaces, nor in public spaces in New York City. On a study of editorial decision-making in 33 journals across seven social science disciplines that are most likely to publish the results of survey research, Carley-Baxter, et al. (2009) found

[9] The response rate was calculated by dividing the completed surveys into the total of completed surveys and completed contact surveys.

there are no written standards or conventions used by editors to determine minimum response rates for publication. Editors reported publishing survey research results with response rates ranging from 16% up through 91%. Finally, they found that editors prioritized "sampling (22 percent), questionnaire design (20 percent), methods (18 percent), and representativeness (14 percent)… [as] the four most cited measures of quality considered in publication decisions other than response rate." So, though our response rate is on the low end, it still falls within the acceptable range of validity.

It should be noted that over the past several decades in the US, survey research and other social science research methods experts have noted a consistent decline in response rates to all kinds of surveys, from phone to face-to-face ("Response Rates," 2008). Among the factors identified as contributing to the decline in response rates are:

> (a) a growing expectation for privacy among the public; (b) the use of pseudo-surveys as a guise to sell, fund-raise, push-poll, create marketing databases, or engage in political telemarketing; (c) the commoditization of research and substantial increase in the number of surveys being conducted; and (d) a decrease in the perceived value of surveys by society.

One explanation for our response rate, in addition to those offered above (and indeed, we did find people expected that we were trying to sell them something when approached for the survey), is the way that people use the public park spaces in BPC. When people are in the parks, they are almost as likely to be active–including running, biking, walking a dog, in a group, or walking on their lunch break (31% of users) – as they are to be enjoying passive leisure – such as enjoying the view from one of the many benches that line the Esplanade, or resting on the well-maintained laws of the parks (34% of users).

Another factor that played a role in refusals in the User Survey involves the ubiquity of smart phones and headphones. When taken together, about 13% of people approached did not participate due to being on or engaged with their phone, or wearing headphones (see Figure 7 above). Since the Central Park study was conducted, the smart phone has become even more pervasive and has altered the way people use the space they are in, an area of research that social scientists are just beginning to examine. It does seem that people are much more easily able to disengage from others around them in public spaces, as we all might be able to relate to, by using our phones as a way to avoid participating in social interactions.

We were not able to focus intensively on any particular group or issue, beyond those issues we were able to identify as themes in the focus groups. For instance, BPC overall is home to many businesses, large and small. We did not speak with a significant number of people from any given business, and so are unable to say how the various members

of these businesses use and relate to BPC. We also did not delve into the ways in which BPC impacts its users, though we did find in focus groups (and some informal comments in the surveys) that people value the beauty and immersion in nature offered by the public spaces here. Again, a next iteration of this user study may look to including these groups.

Location counts are challenging to conduct with perfect accuracy, and we worked to minimize error on counts by having researchers use hand-held counter clickers, and by counting in teams, and then averaging the counts recorded. The fact remains that some areas of BPC are more difficult to count than others. For instance, Rector Park is a relatively small space, with two portions of the park separated by a street. As a space with relatively few users compared to other parts of BPC, it was consistently easy to count. A place like Rockefeller Park is large, sprawling, with multiple paths, and many places in which people can walk, sit, lie down, engage in sports, and with many exit and entry points. Again, our count methodology attempted to minimize error, even as we acknowledge that some error is likely.

We also believe that our user volume estimates are conservative. We counted all locations between the hours of 9 am and 9 pm, which means that we do not have estimates for the late night, overnight, and early morning visitors to BPC public spaces. In the User Survey, 22% of participants report visiting in the early morning, and 7% report late night visits, giving us some insight into volume we did not directly count during those hours, but not quite precise enough to estimate actual volume. In addition, because the public spaces and parks of BPC are integrated into the streetscape of the area, it is difficult to firmly delineate the boundaries for counting. We prioritized a general snapshot of all the public spaces. While we were striving to count every single person in public space, the complexity of the landscape, combined with the fact that we were not focused on the exits and entrances of the many buildings throughout BPC means that our counts are conservative averages.

To develop counts in the future, BPCA could focus on specific areas of interest, count much earlier and later in the day, divide public spaces into different configurations than those used in our project, or focus on specific groups of users, including children, seniors, people with dogs, and the like.

At the end of our analysis below, we will suggest future research opportunities that grow out of the limitations identified here.

Contextualizing Battery Park City: American Community Survey

To offer some context for understanding the population of residents in Battery Park City, and as our User and Contact Surveys concentrated on users of public space, residents and non-residents alike, we here review some basic population statistics for those who live Battery Park City, and consider how they compare to the borough of Manhattan, as well as to New York City as a whole. Comparing the characteristics of BPC residents to Manhattan residents offers insight into ways that neighborhood residents are similar to and different from the average Manhattan resident. Comparison to New York City residents further contextualizes BPC residents in light of our city's average population. The best source of these data is the American Community Survey (ACS), which supplements the decennial Census by surveying over 3.5 million U.S. households each year, with more detailed questions than the Census. The results of the ACS inform how over $600 billion in Federal funding is spent on services and infrastructure nationwide.

Battery Park City is divided into two Census tracts for the purposes of the American Community Survey as seen in Figure 8 below. The Northern part of BPC is Census Tract number 317.03, and the Southern portion is 317.04. We used the 2012-2016 American Community Survey for the analysis that follows, and we will refer to it as ACS 2012-2016.

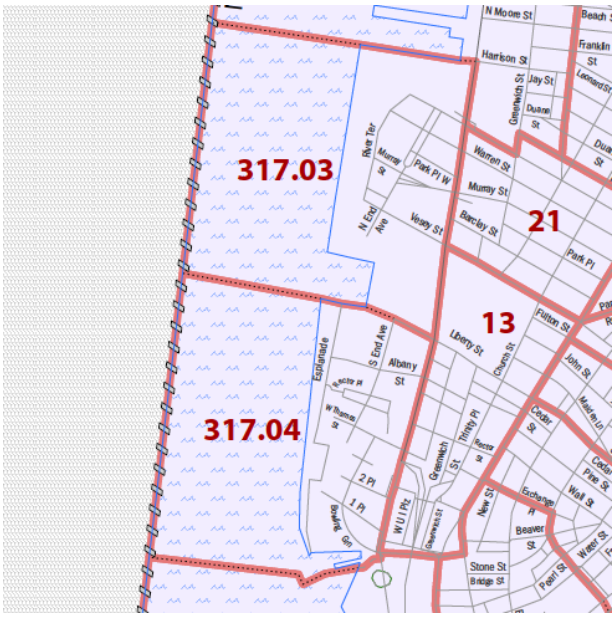


Figure 8: Battery Park City Census Tracts

According to the ACS 2012-2016, Battery Park City is home to a total population of 15,935 residents, which represents .2% of the total New York City population of 8,461,961, and

.9% of the Manhattan population of 1,634,989. There are some note-worthy variations in the population of Battery Park City residents when compared to Manhattan and to New York City in terms of gender, age, ethno-racial identifications, and socio-economic conditions, as we explore below. The data reported here are easily accessible to anyone by visiting the New York City Planning Population FactFinder.

Gender, Age, and Families

The gender of residents in BPC, according to the ACS 2012-2016 – 51% men and 49% women – differs slightly from the average for both Manhattan and New York City as a whole – both have an average of 48% men and 52% women. Battery Park City has about 3% more male-identified residents than the borough and the city[10].

Turning to age, Battery Park City has fewer senior residents, aged 65 years and over (7%) than either Manhattan (14%) or the city as a whole (13%).

Battery Park City is home to a higher percentage of children under 18 than the borough (24% and 15%, respectively), and slightly higher than New York City as a whole (with 21% of residents being children under 18).

In terms of family, BPC is home to a higher percentage of family households with children under 18 than the borough of Manhattan (33% in BPC, compared to 16% in the borough), and also slightly higher than New York City as a whole (at 26%). A higher percentage of married couple families with children under 18 reside in BPC (28%) than in Manhattan (10%) or New York City (16%).

Race, Ethnicity and Nativity

Battery Park City has a higher proportion of White residents – 67% – than Manhattan (47%) or New York City as a whole (32%). Correspondingly, there are fewer residents who identify as Latino in BPC (9%) than in Manhattan (26%) or New York City (29%). Similarly, about 1% of BPC residents identify as Black, compared to 13% for Manhattan and 22% for New York City. The BPC population has a higher percentage who identify as Asian (19%) than Manhattan (12%) or New York City (14%).

In terms of nativity, Battery Park City has slightly more foreign-born residents (30%) than Manhattan (29%), and fewer than New York City (37%). However, BPC has a much

[10] Please note that a current limitation of the American Community Survey (and the Census) is a failure to offer non-binary options for gender identity.

higher proportion of foreign-born residents from Europe (41%) than does Manhattan (19%) or New York City (15%).

Social Capital

Social scientists use the term "social capital" to refer to valued, often intangible, resources in society that help accrue additional benefits to those who possess such "capital." While there are many ways to measure social capital, three common indicators are: (1) fluency in the dominant language; (2) level of education, and (3) marital status. Here we consider the extent to which BPC residents are wealthy in terms of social capital.

In BPC, a higher percentage of residents report that they speak English only (65%) compared to the average in Manhattan (60%), and New York City (51%). Fewer BPC residents report that they speak a language other than English (35%), compared to Manhattan (40%), and New York City (49%). Among those BPC residents who speak a language other than English, the vast majority are more likely than the average person to self-report that they speak English "very well" (92%).[11]

In terms of level of education, 43% of BPC residents have a Bachelor's degree only, and 44% have a graduate or professional degree. This is in contrast to the Manhattan averages where 32% have earned a Bachelor's degree and 29% have earned graduate or professional degrees. In New York City, 21% of residents have a Bachelor's degree, and 15% have a graduate or professional degree.

Considering marital status, more men and women in BPC are currently married: 60% of men and 52% of women. In Manhattan, 36% of men and 31% of women are married. In New York City, 43% of men are married and 36% of women are married.

Economic Indicators

On most measures, residents in BPC are much more economically stable than the average Manhattan or New York City resident. BPC residents are more likely to be employed (78%) than Manhattan (63%) or New York City residents (58%). BPC residents are also more likely to be employed in higher income sectors of the economy, such as management, finance and professional careers.

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[11] From the U.S. Census Bureau (2014): "The American Community Survey (ACS) collects data on whether or not people five years old or older speak a language other than English at home. If a respondent indicates speaking a language other than English, the ACS asks what language the person speaks and how well the person speaks English."

This is reflected most in the median household income – $175,759 among BPC residents, compared to $75,513 in Manhattan, and $55,191 for New York City overall. The poverty threshold in New York City in 2016 was $32,402 for a family of four[12]. About 14% of Manhattan residents, and 14% of New York City residents, live below the poverty threshold, compared to 4% of BPC residents.

Another important economic indicator is having health insurance coverage, especially private health insurance. The vast majority of BPC residents – 96% – are covered by health insurance, and 92% of residents have private health insurance. About 92% of Manhattan residents and 89% of New Yorkers have health insurance. In terms of private health insurance, 68% of Manhattan, and 56% of all New Yorkers have private coverage, with the remainder receiving public health insurance under the Affordable Care Act.

Lastly, and unsurprisingly, the housing stock in BPC is much more recent than the borough or the City. There are also a higher percentage of apartments renting for $2,500 or more, both when compared to Manhattan as well as New York City as a whole. In fact, 47% of monthly rents for apartments are $3,000 or more in BPC, compared to 6% in New York City and 16% in Manhattan. Housing vulnerability – meaning people who are vulnerable to facing homelessness or long-term housing instability due to cost of rent – is determined in part by examining what percentage of income a household spends on rent. Spending 35% or more of total household income on rent is the common metric used in determining housing affordability. In Battery Park City, 28% of renters spend 35% or more of their household income on rent, compared to 37% of renters in Manhattan, and 45% of renters in New York City.

Some intra-BPC comparisons

Battery Park City is divided into two Census tracts for the purposes of capturing details about the neighborhood (these are 317.03 in the North and 317.04 in the South, with Liberty Street as the dividing line, as seen in Figure 8 above). We conducted an additional analysis to determine if there were any interesting differences between residents in the northern and southern parts of Battery Park City. For most of the demographic data mentioned above there were no significant differences between the two census tracts, however, a few interesting divergences came to light.

First, there are more people who identify as White in the North (72%) than in the South (60%). There are more English speakers in the North (70%) than in the South (60%), and there are fewer speakers of other languages in the North (30%) than in the South (41%).

[12] Details on the NYCgov Poverty Measure can be found online with the Mayor's Office for Economic Opportunity.

Moreover, the median household income is higher in the North than in the South ($180,742 vs. $156, 984), and there are more renters in the North than in the South (94.8% vs. 63.3%). Those in the North are less likely to use public transportation, are more likely to walk to work, and report less commuting time than those in the South.

Implications of ACS data

The ACS data confirm what residents and those familiar with BPC already know: BPC residents include more children, and fewer elders than Manhattan or New York City, a higher proportion of people who identify as non-Hispanic White, with average incomes representing the top 20% of income earners in the US. The average BPC resident has much higher levels of education and is more likely to be married than Manhattan and New York City dwellers. This snapshot provides an important backdrop to the findings reported here.

BPCA Parks User Count and Surveys: Analysis of Data

Volume of users in BPCA

We estimate that Battery Park City public spaces receive an average of more than a half a million visitors each year (which includes an estimate based on our counts of people in public space, as shown in Figure 9, below, as well as a summation of data from BPCA, explained below). The estimate of about half a million visitors is conservative for reasons we articulated in the limitations section above. In addition, a full articulation of the methods by which we arrived at the average annual and seasonal estimates below is available in Appendix G. When we supplement our average visitors counts (shown in Figure 9, below) with data from BPCA regarding attendance at programs, large scheduled events, BPC Ball Field and other BPC-permitted uses, as well as the regular visitors to the schools in BPC, for the same period in which we conducted the study (see Appendices I and J), BPC sees approximately 690,000 visitors per year.

Summer and fall users combined comprise about 73% of those annual visitors, spring users are 24% of the annual, and winter users are about 3% of annual visitors.

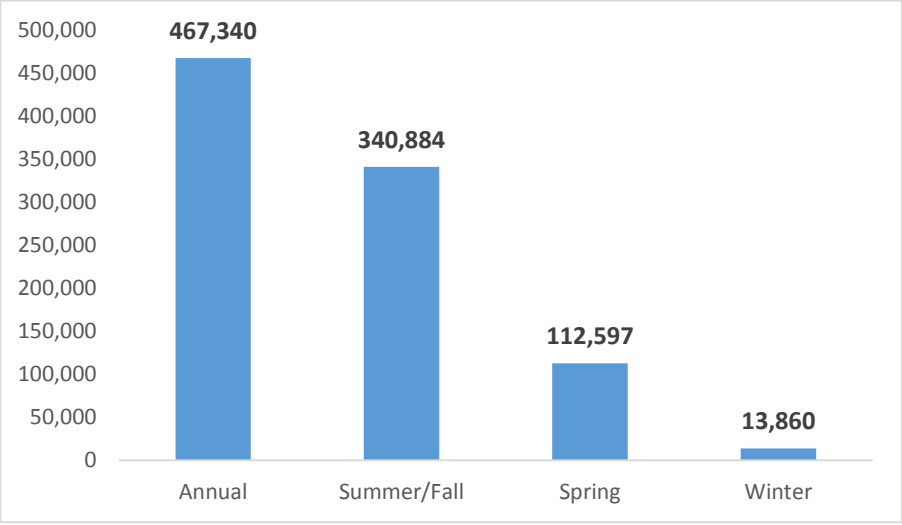


Figure 9: Annual and seasonal number of users in BPC parks

We asked participants in the User Survey about when they are most likely to visit BPC. The majority reported summer visitation (90%), followed by spring (78%) and fall (73%), with a strong 41% most likely to visit in winter (see Table 5; note that these percentages do not total to 100 as people could select more than one answer).

Table 5: Season that users are most likely to visit BPC Parks

	Responses	Percent of Cases
Summer	341	90.2%
Spring	295	78.0%
Fall	274	72.5%
Winter	154	40.7%

To further understand seasonal usage, we looked at the difference in season most likely to visit by whether or not the participant is a resident of BPC. We found, as one would expect, residents are more likely to visit BPC in all seasons. Table 6 shows that residents and non-residents alike are most likely to visit in summer (94% and 87%, respectively) and spring (89% and 69%, respectively).

Table 6: Season that users are most likely to visit BPC parks by residency

		Resident	Nonresident	Total
Winter	Count	82	72	154
	%	49.4%	34.0%	
Spring	Count	148	147	295
	%	89.2%	69.3%	
Summer	Count	156	185	341
	%	94.0%	87.3%	
Fall	Count	139	135	274
	%	83.7%	63.7%	
Total	Count	166	212	378

Next, we estimated the average number of people in public space on any given day by location, using the twelve locations we had designated in the Study. Figure 10, below, shows Rockefeller Park as the location with the highest average number of visitors at 853, with the North Cove Marina second in visitors at an average of 695 people. Rector Park is the location with the least visitors on any given day at 37.

Again, we note that these are conservative estimates, and we purposefully did not count on days when large-scale events were taking place, as we were most interested in average usage on more typical days in BPC parks. However, the average can be taken as a baseline from which to gauge patterns of use across locations. Some of the locations are outdoor, public space destinations in and of themselves (such as Rockefeller Park, shown in Figure 11, below), whereas other locations are public spaces through which people pass to arrive at a destination (such as the street and plaza outside the Museum

of Jewish Heritage). In fact, all of the public spaces in BPC are both destinations and thoroughfares, with some people coming to the Lily Pool because it is a favorite spot for relaxation, or because it is on the way to the Brookfield Place Terminal of the NY Waterway Ferry service.

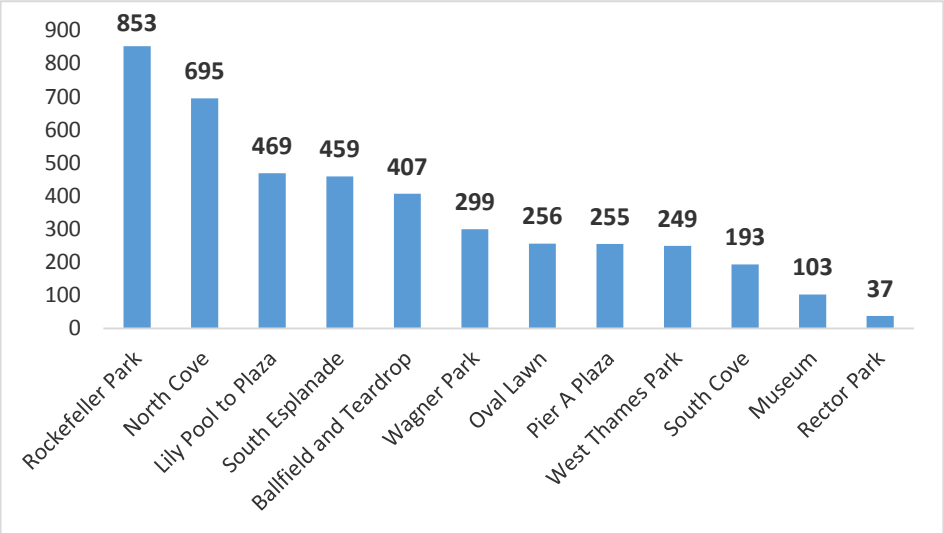


Figure 10: Average number of people per day by location

Figure 11: Evening in Rockefeller Park

We also wanted to offer a sense of how many visitors use BPC's public spaces on a typical busy weekend day, and a typical busy weekday (that is, not a day when inclement or extreme weather would have reduced the number of visitors). Figure 12, below, shows the patterns of use on a typical weekend day. Weekends, understandably, see heavier use of the public spaces of BPC, with an average of 2.5 times more people: we saw an average of 4,900 people on a typical busy weekend day, and 1,950 people on a typical busy weekday day. These are conservative estimates, as we were counting people between the hours of 9 am and 9 pm only, and not counting users on days with inclement weather (though we include an adjustment both for times not counting and for poor weather). On the weekend, Rockefeller, the North Cove Marina, and the Esplanade see the most visitors.

Figure 13 shows a typical busy weekday. During the week, Rockefeller still sees the highest number of visitors, but Wagner Park is second, followed by the North Cove Marina and the area near the Lily Pool and Plaza following. Many more people (about 11 times as many) were seen on the Esplanade south of the North Cove Marina on a typical busy weekend day than a weekday day; this echoes some comments from focus group participants who are BPC residents, who experience a sense of crowding on the public paths over the weekends.

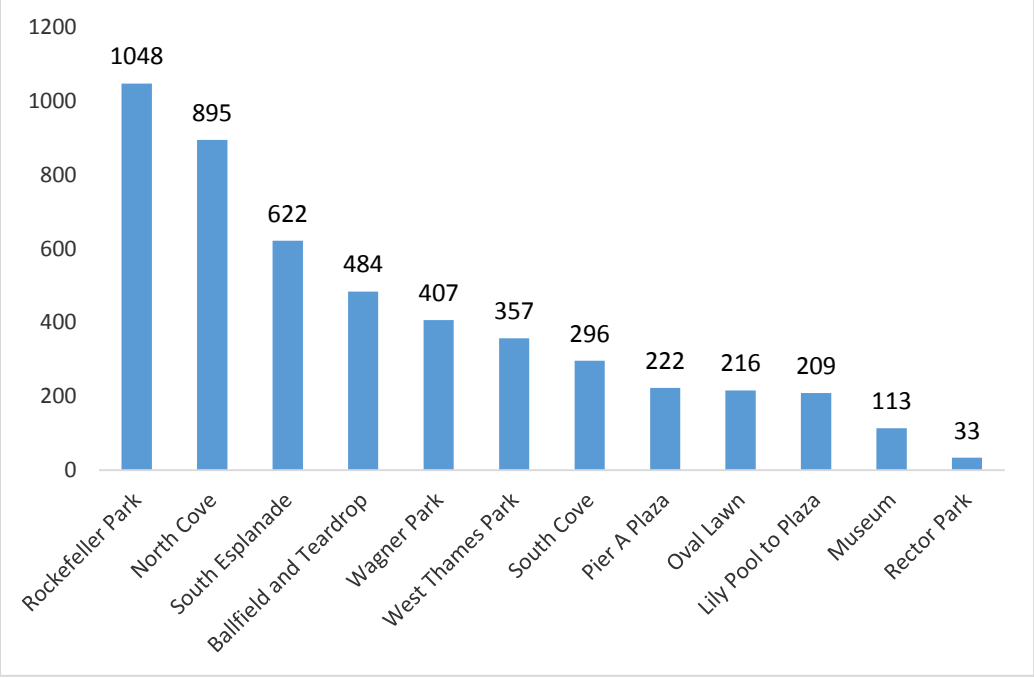


Figure 12: Average number of visitors on a typical busy weekend day in BPC parks

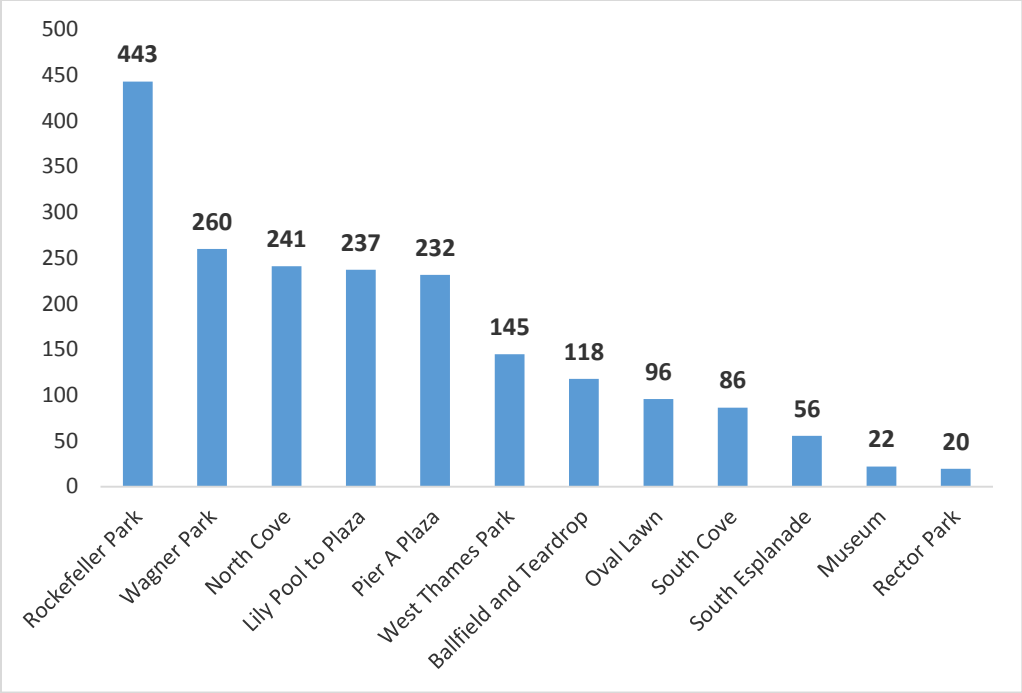


Figure 13: Average number of visitors on a typical busy weekday in BPC parks

Finally, we calculated the average number of users by location in terms of the time of day of use (Figure 14). In some cases, the contrast by time of day is quite striking, such as the difference between average afternoon (327) and evening (23) visitors to the North Cove Marina, whereas the southern part of the Esplanade sees more consistent average numbers of visitors regardless of time of day (271 early, 152 in afternoon, 136 in late afternoon, and 108 in the evening). The figure permits us to see an indication of the flow of people over public spaces throughout the day, and could be used to determine high and low points of contact with visitors.

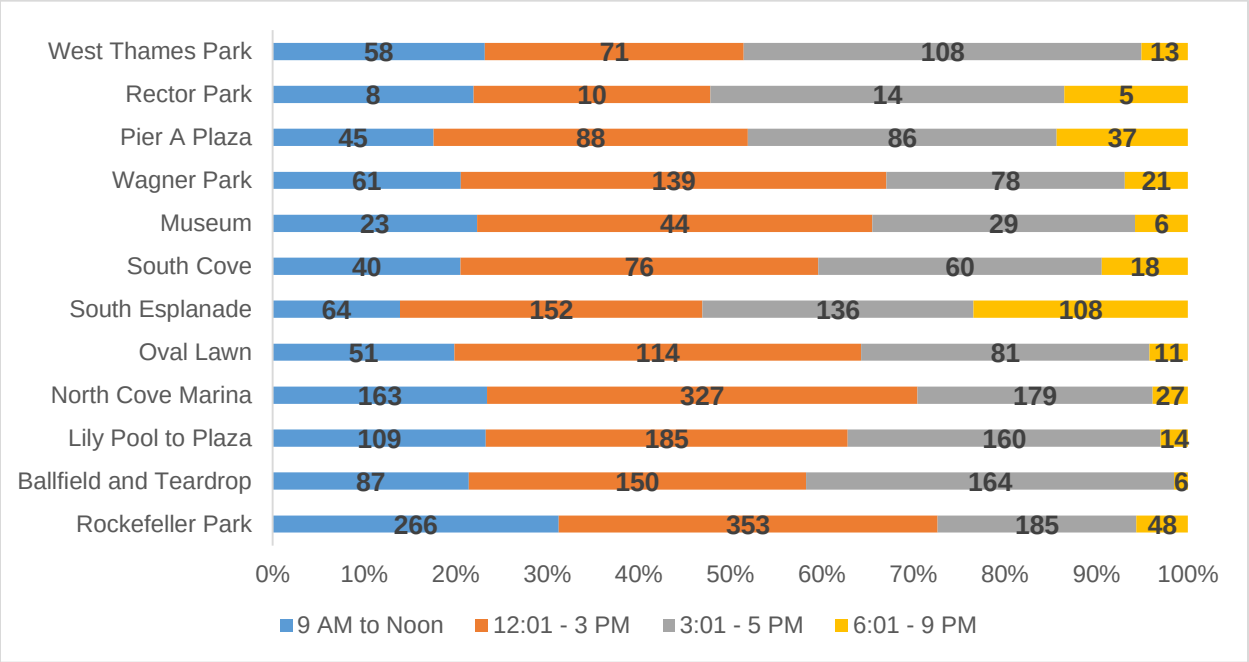


Figure 14: Average number of people per location on select times of day

When visitors were asked in the User Survey about the time of day they are most likely to visit BPC parks, the majority (74%) named afternoon, which resonates with the data from our location counts by time of day in Figure 14 above. Equal percentages (41%) visit in the morning and the evening, with smaller percentages reporting early morning visits (22%) or late night visits (7%).

Table 7: Time of day that BPC parks users are most likely to visit

	Responses	Percent of Cases
Afternoon	275	73.7%
Morning	154	41.3%
Evening	154	41.3%
Early morning	83	22.3%
Late night	26	7.0%

We also wanted to distinguish between the times of day of visits to BPC public spaces in terms of residency. As Table 8 below shows, BPC residents are more likely to visit in the early morning (65%) and late nights (65%), whereas non-resident visitors prefer the afternoon (60%) and evening (51%) times.

Table 8: Time of day users are most likely to visit BPC parks by residency

		Resident	Nonresident	Total
Early morning	Count	54	29	83
	% within time of day	65.1%	34.9%	
Morning	Count	79	75	154
	% within time of day	51.3%	48.7%	
Afternoon	Count	110	165	275
	% within time of day	40.0%	60.0%	
Evening	Count	76	78	154
	% within time of day	49.4%	50.6%	
Late night	Count	17	9	26
	% within time of day	65.4%	34.6%	
Total	Count	163	210	373

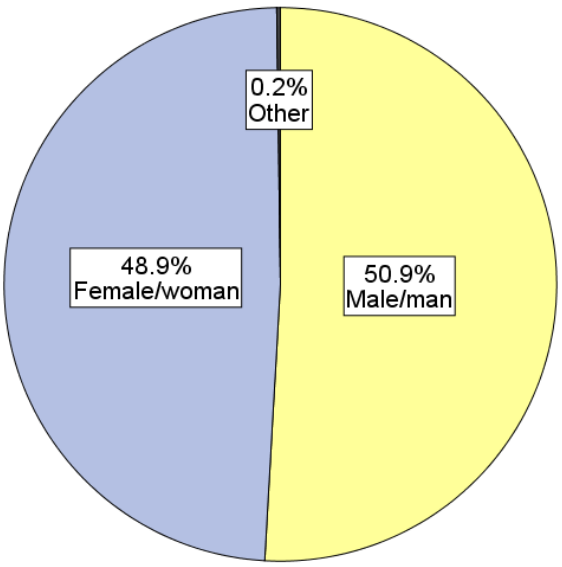
The Users and Uses of BPC public spaces

Observed and reported gender of BPC users of public space

Almost equal numbers of men and women were observed using the public spaces within BPC: 48.9% women, 50.9% men, and 0.2% who identified as "other" (see Figure 15, below).[13] The percentages of men and women seen using public spaces in BPC nearly matches the distribution of gender for the population of New York City as a whole, although women do slightly outnumber men in New York City: 48% men and 52% women.

To offer some context, a study of 175 neighborhood parks in 25 cities, published in 2016 in a collaboration between RAND Corporation, City Parks Alliance, and The Trust for Public Land, found that park usage skews toward men and boys, at 57% of visitors (Cohen, et al). The parks of BPC are neighborhood parks, but are also much more than neighborhood parks. However, this research is the most compatible with the question of users of urban parks and gender. Given the findings of a skew toward men and boys, BPC public spaces approach equity in terms of gender of visitors.

Figure 15: Gender of BPC Users in Public Space (Contact and User Surveys)



[13] We included the category "Other" in the User Survey to permit people to identify their gender beyond the binary, but we relied on research assistant observations to report perceived gender for Contact Surveys.

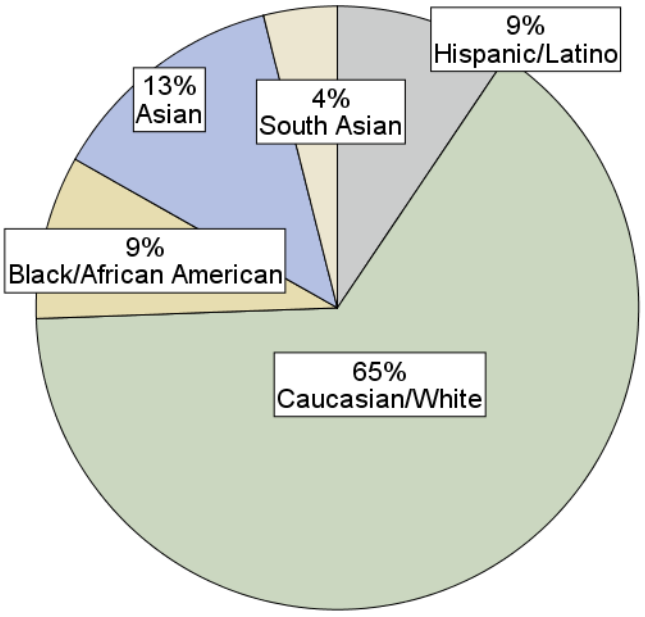
Observed and reported race or ethnicity of BPC users of public space

BPC has a diverse group of users in terms of race and ethnicity, as seen in Figure 16 below (also see Table 45: Observed or stated race by gender of all contacts made and users surveyed in Battery Park in Appendix F for more details on the observed race and gender of contacts and visitors), though Black and Latino New Yorkers are under-represented in the public spaces of BPC.

The racial/ethnic diversity does not match that of New York City, but it does reflect the population of BPC residents, and is similar to Manhattan's demographics for two groups: White and Asian. It is also similar to New York City's South Asian community, which is about 3-4% of the population. Manhattan's population is 47% White, 26% Latino, 13% Black, and 12% Asian (the remainder of Manhattan's population is .1% American Indian or Alaska Native, .4% some other race, and 2.2% two or more races). We explore more about the racial demographics in the section analyzing census data above.

Research on differences in park usage by race reveals varied results. Some research within cities has found Black and Latino community members less likely to use public park spaces, while other research (at the national level) has found no difference in likelihood to use parks, but differences in how parks are used (Vaughan, Cohen, and Han, 2018). Our User Survey was not designed to capture these differences, but we suggest this as an option for future research in that section, below.

Figure 16: Race/ethnicity of BPC parks users in public space (Contact and User Surveys)



Other characteristics of BPC users of public space

The majority of people – six in 10 – observed and surveyed in BPC were in a group of people. People were more commonly observed to be with a dog (almost three in 10) than with (or on) a bike (a little more than one in 10). Approximately 4% of people observed reported that they had or appeared to have a disability, including a physical or mobility impairment, or a visual or hearing impairment. These findings are detailed in Table 9, below. Please note that these do not total to 100% as people may have displayed more than one of these characteristics (being both in a group and with a fog, for instance). This table also displays the results from everyone we contacted (not only those we surveyed, but also those who declined to be surveyed).

Table 9: Characteristics observed in all contacts made and users surveyed in BPC parks

Characteristics	Frequency	Percent of cases
Person was in/with a group of people	779	61.5%
Person was with a dog	376	29.7%[14]
Person was on (or had) a bike	146	11.5%
Person appeared to have a disability[15]	55	4.3%

In terms of the gender of users of BPC public spaces, women were slightly more likely to be in a group, to have a dog, and to have or report a physical disability. Men were more likely to be on a bike (see Table 10, below).

[14] Later in this report, we will share the finding that about 10% of people surveyed mentioned that they had come to BPC parks to walk a dog. The finding in this table–that 30% of people we contacted were actually with a dog on the day of the survey–is not an inconsistency, but instead reflects the difference between what our researchers actually observed (about three in ten people we approached were with a dog), versus what people who completed the survey said when asked what brought them to BPC parks on the day of the survey.

[15] Here we acknowledge that not all disabilities can be observed. However, we wanted to gather at least some approximate data on BPC parks visitors who also happen to be people with disabilities.

Table 10: Characteristics observed in all contacts made and users surveyed in BPC parks by gender

Characteristics		GENDER		Total
		Male or man	Female or woman	
Person appeared to have a physical disability	Count	23	28	51
	% within GENDER	3.6%	4.1%	
Person was with a dog	Count	172	194	366
	% within GENDER	2609%	28.7%	
Person was on (or had) a bike	Count	88	55	143
	% within GENDER	13.8%	8.1%	
Person was in (or with) a group	Count	357	399	756
	% within GENDER	55.8%	59.0%	
Total	Count	640	676	1316

In terms of race or ethnicity, Latino and South Asian users of public space were slightly more likely to be in a group; White parks visitors were more likely to be with a dog; Black visitors were both more likely to be on a bike, and to have an apparent physical disability (see Table 11 for more details).

Table 11: Characteristics observed in all contacts made and users surveyed in BPC parks by race

Characteristics		RACE					Total
		Hispanic or Latino	Caucasian or White	Black or African American	Asian	South Asian	
Person appeared to have a physical disability	Count	6	30	6	9	1	52
	% within RACE	4.7%	3.7%	5.9%	5.3%	2.0%	
Person was with a dog	Count	25	253	24	43	7	352
	% within RACE	19.4%	30.9%	23.8%	25.3%	14.0%	
Person was on (or had) a bike	Count	8	95	15	16	7	141
	% within RACE	6.2%	11.6%	14.9%	9.4%	14.0%	
Person was in (or with) a group	Count	90	440	56	102	35	723
	% within RACE	69.8%	53.8%	55.4%	60.0%	70.0%	
Total	Count	126	818	101	170	50	1268

Relationship of visitors to BPC parks

We asked the people who were surveyed whether they live or work in BPC, or if they were commuting or visiting (the only non-exclusive combination is the group that both lives and works in BPC). We found more visitors (45%) than residents (36%) of BPC in public spaces; about 16% of those surveyed work in BPC, and about 6% were commuting through. See Table 12 for details.

Table 12: Relationship of users surveyed to Battery Park City

Relationship	Frequency	Percent of cases
Visitor to Battery Park City	245	45%
Lives in Battery Park City	195	36%
Works in Battery Park City	87	16%
Commuting through Battery Park City	32	6%

We encountered people with a wide range of history with BPC, but on average, most people have an ongoing relationship to BPC, and this is not exclusive to residents, as detailed in Table 13. Among those who identified themselves as BPC residents (about whom we will say more below), we spoke with people who have lived here for as little as one month, to as long as 34 years, with an average of 8 years. Similarly, in terms of workers, we spoke with people who have worked in BPC from one month to 35 years, with an average of 7 years. Remarkably, visitors also have a long relationship to BPC, ranging from people who have only been coming quite recently, through a 35-year relationship, with an average of 6 years.

Table 13: Length of relationship of users surveyed to Battery Park City Parks

	Respondents (#)	Mean	Median	Minimum	Maximum
Years resident has lived in BPC	145	7.85	5	0.08	34
Years person has worked in BPC	53	6.53	3	0.42	35
Years person has been a regular BPC parks visitor	292	6.35	4	0.08	35

In all, commuters and those who work in BPC were the least inclined to participate in the study. Based upon what some of them communicated to our research assistants, they do not feel that this is “their” park. They see themselves as visitors, despite their daily use. But time constraints also play a role in willingness to stop and complete an interview. As we saw in the Contact Survey, about 12% of people said they could not stop due to time constraints.

BPC Residents

Do BPC residents and non-residents have different patterns of use and perceptions of the public spaces of BPC? Residents include all those who live in the three zip codes that make up the census tracts for Battery Park City. However, many people who live in other zip codes that are contiguous with BPC also identified themselves as residents; if their zip code was contiguous, we included them as residents here, as well. The exact numbers of those included by zip codes appears in Table 14 below. Residents include people who also said they work and live in BPC.

Table 14: Zip codes of users surveyed who live directly proximate to BPC parks

ZIP CODE	Frequency	Valid Percent
10280	74	66.1
10282	14	12.5
10004	7	6.3
10007	7	6.3
10013	4	3.6
10281	4	3.6
10008	2	1.8

In the non-resident category, we include other New York City-dwellers, tourists (international and from the US), and commuters. As we see in Table 15, almost 2/3 of survey participants were non-residents and just over 1/3 were residents.

Table 15: User Survey participants: Residents and Non-Residents of Battery Park City

	Frequency	Valid Percent
Resident	195	35.5
Nonresident	354	64.5

We found that 25% of people surveyed were visiting BPC parks for the first time. But more people (38%) were daily visitors (Table 16).

Table 16: How often users visit Battery Park City, including first-time visitors

	Frequency	Valid Percent
Daily	187	38
First time	121	24.6
Weekly	82	16.7
A few times a year	77	15.7
Monthly	25	5.1

We also wanted to know how often regular visitors (those who were not there for the first time) come to BPC parks. When we exclude first-time visitors (in Table 17, below), we see that the pattern above still applies: a higher percentage of people we interviewed visit BPC parks every day (48%), followed by weekly (26%), and a few times a year (19%).

Table 17: How often users visit Battery Park City parks, excluding first-time visitors

	Frequency	Valid Percent
Daily	177	48
Weekly	97	26.3
A few times a year	69	18.7
Monthly	26	7

Finally, we compared resident and non-resident visitors to see if patterns emerged in terms of the frequency of visits during the year (Table 18). As we would expect, residents are more likely to visit the public spaces of BPC every day (69%), though even among residents there are some who say that they only come monthly or a few times a year. Non-resident visitors are most likely to come to BPC public spaces a few times a year (32%), though just as many non-residents (32%) come here every day.

Table 18: How often users visit BPC parks by residency

				Total
		Resident	Nonresident	
Daily	Count	111	66	177
	%	68.5%	31.9%	48.0%
Weekly	Count	42	55	97
	%	25.9%	26.6%	26.3%
Monthly	Count	7	19	26
	%	4.3%	9.2%	7.0%
A few times a year	Count	2	67	69
	%	1.2%	32.4%	18.7%
Total	Count	162	207	369
	%	100%	100%	100%

What brings people to BPC parks?

According to the User Survey, visitors are not as likely to come to BPC parks to visit a specific place (18%) as they are to come for some other reason (42%), or to visit in general (34%), as seen in Table 19. Table 20 details what those "other" reasons are for people coming to BPC parks, with sightseeing (28%) and walking (19%) or dog walking (10%) topping the list. A full list of "other" reasons is available in Table 46: "Other" reason person was visiting BPC on day of survey in Appendix F.

Table 19: Reason person was visiting BPC parks on day of survey

	Responses (#)	Percent of Cases
Person lives in BPC	195	48%
Other reason given for visiting BPC today	171	42%
Came to visit BPC in general	138	34%
Came to visit a particular place in BPC	75	18%
Commuting or passing through on the way to another place	37	9%
Scheduled event brought person to BPC[16]	6	2%

[16] Please note that although a scheduled event brought this person to Battery Park City, we did not survey participants at programs; rather, we approached people in public space using a randomizing methodology.

Table 20: Top ten "other" reasons person was visiting BPC parks on day of survey

	Frequency	Valid Percent
Sightseeing	49	28.3
Walking	32	18.5
Dog walking[17]	18	10.4
Work	11	6.4
Eating	10	5.8
Playdate	10	5.8
Socializing	10	5.8
Shopping	9	5.2
Business	5	2.9
Jogging	5	2.9

Among those who came to visit a specific place that they named, Wagner and Rockefeller Parks drew the same interest (both at 27%), followed by the Esplanade (16%), as seen in Table 21:

Table 21: Specific place in BPC parks that the survey participant came to visit

	Frequency	Valid Percent
Wagner Park	12	26.7
Rockefeller Park	12	26.7
Esplanade (and Esplanade Plaza and Playground)	7	15.6
West Thames Park and Playground	5	11.1
Movies (Regal Battery Park Stadium)	4	8.9
Somewhere else	3	6.7
Kowsky Plaza	1	2.2
Teardrop Park	1	2.2

With whom do people visit BPC?

We asked non-residents with whom they were visiting BPC parks, and the majority of visitors were accompanied by someone else, including children, friends, family besides children, and partners (Table 22). Fewer non-residents come to BPC parks with a dog, though 5% do. A little more than one-third of visitors come on their own (36%).

[17] Note that more people visited with dogs (30%) than reported that the reason they came to BPC parks was to walk dogs.

Table 22: With whom non-residents visited BPC parks on day of survey

	Responses (#)	Percent of Cases
Alone	118	36%
With children in my care	62	19%
With friend(s)	61	19%
With family besides children	54	17%
With wife/husband/partner	50	15%
With dog	16	5%
With someone else	10	3%
With co-worker	4	1%
With school group	3	1%

When we examine who accompanied BPC residents outside (Table 23), we see a higher percentage of people with children (29%), and canine companions (24%), with a slightly lower percentage of people coming outside alone as among non-resident visitors (33% compared to 36%).

Table 23: With whom residents came outside on day of survey

	Responses (#)	Percent of Cases
Alone	58	33%
With children in my care	52	29%
With dog	42	24%
With wife/husband/partner	28	16%
With family besides children	16	9%
With friend(s)	12	7%
With someone else	6	3%

BPC parks visitors with children

Overall, 13% of all users and contacts visited BPC public spaces with children in their care. Users surveyed and contacts made were accompanied by an average of 1.5 children in Battery Park City, with a range from one to six children in their care (see Table 47: Total number of children accompanying all contacts made and users surveyed in Appendix F for a breakdown of the percentages of number of children accompanying all contacts and users). Of those accompanied by children, 61% were with one child, another 28% were with two children, and another 11% were with three or more children.

Among people we interviewed, some were in the parks and public spaces with their own children, and some were nannies caring for the children of others. As Table 24, below, indicates, non-residents with their own children were a slightly higher percentage of those with children (43%), than residents with their own children (39%). Non-resident nannies were a higher percentage of visitors with children (15%) than nannies living in BPC (3%).

Table 24: Visitors with children by residency

	Responses (#)	Percent of Cases
Non-resident with own children	43	43%
Resident with own children	39	39%
Non-resident nanny	15	15%
Resident nanny	3	3%

From where do visitors come and how do they arrive?

Visitors to BPC parks come from the New York City metro area (47%), and from out of state (43%), with fewer reporting that they live within walking distance of BPC (22%), as seen in Table 25. The footnote below explains which visitors are included in New York City Metro area and beyond.

Table 25: Visitors' home distance from Battery Park City

	Frequency	Valid Percent
New York City Metro Area (MSA[18])	65	47.1
Out of state or non-MSA visitor (US)	43	31.2
Walking distance (Manhattan below 59th Street)	30	21.7

Among visitors from another country, Table 26 shows the top ten countries of origin of BPC parks visitors, with England first at 11%, followed by Australia (10%), and France (8%). The full list of countries of origin named by visitors is available in Table 48: Countries of origin of international visitors to BPC parks in Appendix F.

Table 26: Top ten countries of origin of international visitors to BPC parks

	Frequency	Valid Percent
England	8	10.8
Australia	7	9.5
France	6	8.1
Canada	5	6.8
Mexico	5	6.8
Spain	5	6.8
Italy	4	5.4
China	3	4.1
Germany	3	4.1
Colombia	2	2.7

Visitors report that they take the subway (45%) and walk (39%) to BPC parks, with a smaller percentage arriving by ferry (8%) or bus, car, or taxi (all 6%) (Table 27).

[18] The MSA is a Metropolitan Statistical Area defined by the US Census. For the NEW YORK CITY Metro area, we here rely on the Census definition of the local Metropolitan Statistical area, a 27-county area which includes 12 counties in New York State [coextensive with the five boroughs of New York City, the two counties of Long Island, and five counties in the lower Hudson Valley]; 12 counties in Northern and Central New Jersey; and three counties in northeastern Pennsylvania.

Table 27: Transportation used by non-residents to come to BPC parks

	Responses (#)	Percent of Cases
Took subway to BPC	132	45%
Walked to BPC	113	39%
Took ferry to BPC	22	8%
Took bus to BPC	16	6%
Drove car to BPC	16	6%
Took taxi to BPC	17	6%
Biked to BPC	11	4%
Took some other form of transportation to BPC	4	1%
Jogged to BPC	1	0%

We asked people about the other parks they visit to get a sense of the extent to which people visit parks in general, rather than only the parks of BPC in particular. Visitors to BPC also report regular visits to City parks in Manhattan (95%), as well as to parks in other boroughs (28%), with fewer visits to other parks (7%) (Table 28).

Table 28: Other parks most visited by BPC parks users

	Responses (#)	Percent of Cases
Manhattan City Parks (including Central Park)	312	95.4%
City Parks in Another Borough	90	27.5%
Other City, State, and/or National Parks	35	10.7%
International Parks	22	6.7%

We asked people to name specific parks, both in New York City, and elsewhere, that they regularly visit. Central Park is the most visited park named by BPC parks visitors (46%), followed by Prospect Park (7%), as detailed in Table 29.

However, it is noteworthy that people also named specific Battery Park City Parks (Wagner, Rockefeller, Teardrop, etc.) even when asked about visiting other parks. About 1% of people said that they visit BPC parks when asked about other parks.

Table 29: Top ten parks visited by BPC parks users

	Frequency	Valid Percent
Central Park	149	45.6
Prospect Park	23	7
Bryant Park	11	3.4
New Jersey	11	3.4
Historic Battery Park	8	2.4
East River Park	5	1.5
Flushing Meadows Corona Park	5	1.5
Pier 25	5	1.5
Washington Square Park	5	1.5
Battery Park City Parks	4	1.2

What do people do when they visit BPC parks?

More people reported that that spent time in passive enjoyment during their time at BPC parks on the day of the survey (34%), including people-watching, relaxing or hanging out, sitting, socializing, and picnicking. Almost the same percentage of people (31%) were there for active enjoyment, including walking, biking, running, or visiting a playground. Table 30, below, also shows about 18% of people coming for a destination, including restaurants, shopping, or public restrooms. All of the responses to this question are detailed in Table 49: Activities of BPC users on day of survey in Appendix F.

Table 30: Things people did in BPC parks on day of survey

	Responses	Percent
Passive enjoyment of open space and people (e.g., people-watching, relaxing, sitting)	541	34%
Exercise, sports, or play (e.g., walking, biking, team sports, playground)	496	31%
Visit a business, community institution or other activity (e.g., special event)	294	18%
Enjoyment of nature or weather (e.g., bird-watching, gardening, looking at plants)	110	7%
Dog run or dog walking	89	6%
Commuting, working or school	70	4%

We also asked people what they had ever done at BPC parks, and the same patterns emerged: more people reported visiting for passive enjoyment of the spaces and people

(37%) than for active leisure (27%), with about 2 in 10 people going to BPC parks to visit a specific place or attend a specific event. Five percent reported coming for dog walking or going to a dog run, and 4% pass through for commuting, work, and school. Again, a listing of all responses for what the person had ever done in BPC is available in Table 50: Activities people have ever done in BPC parks in Appendix F.

Table 31: Things people have ever done in BPC parks

	Responses	Percent
Passive enjoyment of open space and people (e.g., people-watching, relaxing, sitting)	708	37%
Exercise, sports, or play (e.g., walking, biking, team sports, playground)	507	27%
Visit a business, community institution or other activity (e.g., special event)	406	21%
Enjoyment of nature or weather (e.g., bird-watching, gardening, looking at plants)	112	6%
Dog run or dog walking	93	5%
Commuting, working or school	80	4%

When asked about their favorite things to do in BPC parks, most people report that they enjoy passive leisure (42%), closely followed by active, physical leisure (33%) (Table 32). We defined “passive leisure” to include activities reported by visitors such as relaxing, enjoying the view, sitting, relaxing, and socializing. We defined “active leisure” to include walking, jogging, biking, and other forms of exercise.

Table 32: Users’ favorite things to do in BPC parks by type of activity

	Frequency	Valid Percent
Passive Leisure	158	42
Active Leisure – Physical	124	33
Combo – Active and Passive Leisure	38	10.1
Active Leisure – Family	35	9.3
Active Leisure – Dog	15	4
Events Only	6	1.6

Residents of BPC have slightly different favorite things to do in BPC parks compared to non-residents (Table 33). Residents are more likely to enjoy active leisure with their dogs most (67%), whereas non-residents are fans of passive leisure (64%). Residents most enjoy events as their favorite thing to do in BPC parks (83%). Non-residents enjoy using the park spaces in BPC for physical activities and family time, but far fewer rate the events as their favorite part of BPC parks (17%). Passive and active (61%) leisure draw non-

residents to the park. It could be that non-residents are much less familiar with BPC-sponsored events.

Table 33: Favorite things to do in BPC parks: residents and non-residents

	Resident	Non-resident
Active Leisure – Physical	39%	61%
Active Leisure – Family	49%	51%
Active Leisure – Dog	67%	33%
Passive Leisure	36%	64%
Combo - Active and Passive Leisure	53%	47%
Events Only	83%	17%

We asked people about their favorite things to do in parks in general to see if their preferences in BPC parks are unique to the parks here, or if they prefer the same activities in any park. Table 34 confirms that the favorite activity is passive leisure in parks in general (43%), followed by active, physical leisure (27%).

Table 34: Users' favorite things to do in parks in general by type of activity

	Frequency	Valid Percent
Passive Leisure	211	43.2
Active Leisure - Physical	132	27
Combo - Active and Passive Leisure	106	21.7
Active Leisure - Family	24	4.9
Active Leisure - Dog	15	3.1

We asked people to name their favorite place in BPC (table 35). Most people could not name just one, and many people had very specific favorite places, such as a dog park, or the Upper Room. The Esplanade and views of the Hudson (31%) were the most popular response, and 6% of people said all of BPC parks are their "favorite." Interestingly, although Rockefeller Park has higher number of users, and equal numbers of people coming to it as a specific destination, Wagner Park is named as favorite (13%) by more people than Rockefeller (8%). A full list of favorite places, which we recoded from the original responses, is available in Table 51: Users' favorite places in Battery Park City (recoded from original list), Appendix F. A full list of favorite places in BPC parks, in order of most mentioned, and preserving the original responses with all detail, if available in Table 52: Full list of favorite places in BPC (in order of most mentioned) in the same appendix.

Table 35: Users' top ten favorite places in Battery Park City

	Responses	Percent of Cases
Esplanade and views of Hudson River	128	30.9%
Other specific locations in BPC	106	25.6%
Wagner Park	55	13.3%
North Cove Marina and Brookfield Plaza	48	11.6%
Rockefeller Park	32	7.7%
All of BPC is "favorite"	24	5.8%
Pier A	19	4.6%
Rector Park	14	3.4%
The Real World	12	2.9%
BPC Restaurants	11	2.7%

What else would visitors like to see happening at BPC parks?

More people named a concert or festival as the next event they would plan at BPC parks if they could (26%), followed by a sports event (19%), or an event including children, family, or dogs (15%). About 4% of visitors say there are already plenty of events here, and so they would not come up with a new one (Table 36).

Table 36: The next event that users would design at BPC parks if they could

	Frequency	Valid Percent
Concert and festival (including dance)	111	25.9
Sports and athletics	83	19.4
Children, family or dog event	65	15.2
Other events (including fireworks, boat rides, pools)	57	13.3
Food and/or beverage event (including community BBQ)	41	9.6
Art events (including films, fashion show, theater)	28	6.5
Historical and educational events and tours	24	5.6
Nothing new because there are already plenty of events here	19	4.4

We were particularly interested to know if residents and non-residents would differ in terms of their views on planning an event at BPC parks (Table 37, on the following page). Although both groups preferred a concert or festival as their first choice (28% of residents

and 25% of non-residents), non-residents were more likely to name a sports event (20%) as their second choice, with residents more likely to choose a family, children, or dog event second (20%). Fewer residents were interested in historical and educational tours (3% compared to 7% of non-residents). Non-residents were more interested in food and beverage events (12% compared to 6% of residents).

Table 37: Next event user would design by residency

		Resident	Nonresident	Total
Art events (including films, fashion show, theater)	Count	12	16	28
	%	8.1%	5.7%	6.5%
Children, family or dog event	Count	30	35	65
	%	20.1%	12.5%	15.2%
Concert and festival (including dance)	Count	41	70	111
	%	27.5%	25.1%	25.9%
Food and/or beverage event (including community BBQ)	Count	9	32	41
	%	6.0%	11.5%	9.6%
Historical and educational events and tours	Count	4	20	24
	%	2.7%	7.2%	5.6%
Nothing new because there are already plenty of events here	Count	7	12	19
	%	4.7%	4.3%	4.4%
Sports and athletics	Count	27	56	83
	%	18.1%	20.1%	19.4%
Other events (including fireworks, boat rides, pools)	Count	19	38	57
	%	12.8%	13.6%	13.3%
Total	Count	149	279	428
	%	100%	100%	100%

Is event planning correlated with the age of the person responding (Table 38, on the following page)? Those who are teenagers to 39 year-olds were more likely to suggest food and beverage events (65%), followed by family, children and dog events (60%), and historical and educational events and tours (50%). People from 40 to 59 years old favored art events (52%) and other events, such as fireworks or boat rides (50%), followed by sports events (40%). People aged 60 and over were more likely to say that they would plan no new events because there are already plenty of events (36%), and to prefer concerts and festivals (22%), as well as historical and educational events (21%).

Table 38: Next event user would design by age range

	AGE			Total
Event to plan	**Teen to 39 years old**	**40 to 59 years old**	**60+ years old**	
Art events (including films, fashion show, theater)	10	14	3	27
	37%	52%	11%	100%
Children, family or dog event	36	18	6	60
	60%	30%	10%	100%
Concert and festival (including dance)	40	40	22	102
	39%	39%	22%	100%
Food and/or beverage event (including community BBQ)	26	9	5	40
	65%	23%	13%	100%
Historical and educational events and tours	12	7	5	24
	50%	29%	21%	100%
Nothing new because there are already plenty of events here	5	2	4	11
	46%	18%	36%	100%
Sports and athletics	34	29	10	73
	47%	40%	14%	100%
Other events (including fireworks, boat rides, pools)	18	25	7	50
	36%	50%	14%	100%
TOTAL	181	144	62	387
%	47%	37%	16%	100%

What are visitors' least favorite things about BPC parks?

When we asked visitors about their least favorite things about BPC parks, the highest percentage of respondents could not name anything (Table 39). About 35% of those who answered said that they like everything about BPC parks. The next highest percentage of people (21%) named a "people-based" dislike, including issues with cyclists, smokers, and crowds, followed by dislikes related to amenities, such as issues with restrooms (13%). Animal-based dislikes include people who have objections to dogs and birds, but

also includes people who have objections related to restrictions on dogs in the public spaces of BPC. About 11% of BPC parks visitors named dislikes about which no one has control, such as the weather.

Table 39: Users' least favorite things about BPC parks

	Frequency	Valid Percent
Likes everything about BPC parks	149	34.6
People-based dislike (including cyclists, smokers, crowds)	92	21.3
Amenities dislike (including issues with restrooms)	56	13
Animal-based dislike (including pro- and anti-animal views)	51	11.8
Other dislike (including things beyond any control such as weather)	46	10.7
Physical space and/or security dislike	37	8.6

Do BPC residents have different dislikes in terms of the public space of BPC from those of non-residents? In Table 40, we do see some distinctions. Non-residents were more likely to report liking everything about BPC parks (45% compared to 17% of residents). Residents report people- (26%) and animal-based (19%) dislikes more than non-residents (19% and 8%, respectively). Residents are also more likely to report a dislike related to the physical space or security issues in BPC parks (15%), including lighting, construction, or fears related to crime than non-residents (5%).

Table 40: Users' least favorite things about BPC parks by residency

		Resident	Nonresident	Total
Amenities dislike (including issues with restrooms)	Count	19	37	56
	%	12.1%	13.5%	13.0%
Animal-based dislike (including pro- and anti-animal views)	Count	30	21	51
	%	19.1%	7.7%	11.8%
Likes everything about BPC parks	Count	27	122	149
	%	17.2%	44.5%	34.6%
People-based dislike (including cyclists, smokers, crowds)	Count	40	52	92
	%	25.5%	19.0%	21.3%
Physical space and/or security dislike	Count	23	14	37
	%	14.6%	5.1%	8.6%
Other dislike (including things beyond any control such as weather)	Count	18	28	46
	%	11.5%	10.2%	10.7%
Total	Count	157	274	431
	%	100%	100%	100%

Finally, we wanted to know if people's least favorite things about BPC parks are related to the age of the visitor (Table 41). Visitors 60 and over were slightly more likely to name people-based dislikes than other visitors (32% compared to 21% for those 40 to 59, and 19% for those from teens to 39). Visitors who are teens through 39 were more likely to say that they like everything about BPC parks (40%), where 30% of those 40 to 59 like everything, and 28% of those 60 and over like everything. Amenities dislike was more prominent for those teen to 39 (15%).

Table 41: Users' least favorite things about BPC parks by age range

		Teen to 39	40 to 59	60+	Total
Amenities dislike (including issues with restrooms)	Count	27	18	6	51
	% within age range	14.9%	12.4%	8.8%	12.9%
Animal-based dislike (including pro- and anti-animal views)	Count	14	23	7	44
	% within age range	7.7%	15.9%	10.3%	11.2%
Likes everything about BPC parks	Count	73	43	19	135
	% within age range	40.3%	29.7%	27.9%	34.3%
People-based dislike (including cyclists, smokers, crowds)	Count	35	30	22	87
	% within age range	19.3%	20.7%	32.4%	22.1%
Physical space and/or security dislike	Count	10	15	9	34
	% within age range	5.5%	10.3%	13.2%	8.6%
Other dislike (including things beyond any control such as weather)	Count	22	16	5	43
	% within age range	12.2%	11.0%	7.4%	10.9%
Total	Count	181	145	68	394
	% within age range	100%	100%	100%	100%

A full list of dislikes named by survey participants, in order of most-mentioned, and not recoded from the original responses, is available in Table 53: Full list of "least favorite thing about BPC" (in order of most mentioned)in Appendix F.

Focus groups with stakeholders

Although our survey was successfully capturing valuable data regarding the public parks of BPC, we had spoken with many people who wanted to participate, but had not been randomly selected to do so. In addition, the survey could not offer us a way to focus in more depth on what regular visitors and residents value about the parks in BPC, nor capture in the same detail the stories people tell about the parks of BPC (the surveys capture handwritten data, whereas focus groups permitted us to audio-record discussions). Focus group methodology is also useful when one wants to gather people's opinions, as the group setting allows people to reflect on each other's ideas and views. Throughout March 2018, we held seven (7) two-hour focus groups in which we spoke with 34 participants, most of whom were Battery Park City residents. For our recruitment, we put together flyers that were posted in BPCA offices, the community center and Asphalt Green. Of these, 29 (85%) live in Battery Park City for an average of 17 years. One third of the participants were male and 24 participants (71%) identified their race as white.

The questions focused on the public park and other public spaces within Battery Park City (see Appendix H for the focus group schedule of questions). While the vast majority of the comments made were quite favorable, there were a few issues that kept surfacing, some of which were concerns that go beyond the public park spaces. We report these with the same caveat we offered participants: our work is to reflect on the public spaces here, however, we do not want to lose an opportunity to share what we learned during these groups, and to offer some possibilities for future research that arose from these discussions.

Overall, most participants were very satisfied with the programs offered through BPCA. Several of the participants have taken advantage of the wide array of what has been offered ("Art in the park" and the lectures were the two examples cited most often). Participants who have children spoke very positively about the overall experience of raising children here, including the proximity to the open spaces and the river, the formal programming, and the overall community feel. Most took part in the organized programming for children ("Stories and Songs" came up repeatedly, for example) and make daily use of the park. Those with younger children tend to spend time in Teardrop, then move on to the playgrounds, then on bicycles on the Esplanade. It seemed that people enjoyed using the park differently as their families evolved. As one participant said, "My new boss walked me over to Gateway. It was the only building I looked at. I never left. It's a great place to live and raise kids". Another said, "I grew up in the country and had access to a lot of space. This gives my kids a little taste."

There were so many comments made about the beauty of the parks; everything from the maintenance of the flowers to the changing landscape. “A beautiful place to just be;” “nature in an asphalt jungle;” feels like a “real neighborhood;” some referred to it as a “suburb” (one even called it “Tri-burbia”), and how much they loved how they had found a “planned community” in the city. In almost every focus group we held, at least one person mentioned the sunsets.

In fact, several participants worked down here prior to living here, and shared that they moved here because of its beauty, referring to Battery Park City as an “oasis”, “magic”, completely different from the rest of the City, with the water as a “refuge.” A few commented that this is the only place they would live in New York City. Quite a few noted the importance of the open space for those living in a city with cramped apartments, as well as the importance of “living in some kind of nature”. This certainly underscores the value and necessity of urban parks (Walker, 2004).

While the vast majority of the discussions involved positive aspects of the parks and public spaces, there were a few concerns that were expressed somewhat consistently during these sessions. Some participants expressed frustration with the 2016 replacement of the Parks Enforcement Patrol (PEP) – an agency of New York City Parks – with the Ambassadors (Allied Universal), particularly with the latter’s inability to enforce Park rules. A few participants spoke about witnessing incidents when Ambassadors tried to enforce a policy (including no dogs, smoking, or dismounting bicycles), and were either ignored by the perpetrators, or outright challenged by them. Residents expressed that they do not entirely understand the Ambassadors’ roles without the authority to enforce the rules. A few mentioned they no longer feel safe as a result, though this was not a majority position.

This discussion often emerged out of concerns over dogs and people misusing bicycles (especially motorized bikes). Several concerns were raised regarding dogs being in areas in which they are supposed to be restricted, as well as people not appropriately cleaning up after their dogs. As one participant said, “It’s a public park, not our personal space. Let’s respect a public space. How do you get people to change without punishment?” There was a suggestion that the BPC dog group do more around this issue.

Figure 17: Sign along Esplanade directing wheeled-traffic to lower level

Perhaps an even greater issue was the bicycles, especially on the South Esplanade, where the "two-path" rules do not seem to be followed (according to the signage along the Esplanade, bikes, skateboards and rollerblades must stay on the lower walkway, as seen in Figure 17 above). Some of the older residents with whom we spoke, as well as others who care for parents who are BPC residents, shared that they don't feel safe walking because of the speed of the bicycles. As one of our respondents said, "…the bike lane issue and the bikers, it's a big issue. I think it has really impeded upon the use of parks and the feeling of safety." Some of the longer-term residents with whom we spoke noted the increase in the traffic in areas like the Esplanade, which they perceive to have been overrun with "bikers and skateboarders." Others were concerned that cyclists do not respect pedestrians or follow the signage for bikes, and called for an entirely separate route for cyclists, perhaps banning all bike traffic from the Esplanade. Some focus group participants also raised concerns unrelated to the scope of this user study, including the lack of resident participation on the BPCA Board, affordability of BPC housing, and other related matters.

One of the more interesting findings that was revealed in these focus groups was the expression of an underlying tension around the participants' relationship to the parks. There is a recognition that this is a public space, but in every focus group, at least one person referred to the parks as their "backyard." There is a sense of ownership in the way residents think about the parks, manifest in their desire to safeguard these public spaces, and their uses. This highlights some definite tension around sharing the space,

wanting to have a say in who is sharing it, and major decisions regarding it. As one participant said, “Unlike Central Park, this is a residential community. We want to protect this.”

At the same time, some of these same participants expressed a certain amount of satisfaction about finally “getting on the tourist map.” There is a pride in having their neighborhood becoming recognized, an enjoyment when others come to BPC events, and a recognition that this means higher property values. However, some of the focus group members who were longer-term residents said the community feel has diminished. They point to tour buses and an increase in visitors who are passing through for events as part of the reason for this. Some avoid the esplanade on the weekends, especially in the summer, due to how crowded they feel it has become. Others worry how the elderly residents are affected by the crowded walkways. Indeed, a few older residents report that they no longer use the Esplanade on good-weather weekends due to the crowds. Moreover, with the new tourism attention, some expressed concern that they will soon be priced out of the area, and be forced to leave, which for some, would mean leaving the City altogether.

Another indication that the parks mean so much to the people who make daily use of them is how seriously they thought about and commented on what could be improved, which we detail here in Table 42:

Table 42: Suggestions for improvements from focus group participants

Programs/Classes	Events	Park Resources	Other
More swimming	Block party cook-outs	More signs in languages other than English	Diversification of businesses/basics-hardware stores
More for older residents to get them outside	More dance events	More restroom signs	
Tai chi later in the day	More diversified concerts (more for teens)	Outdoor exercise machines/stations (like on the East River)	
More classes for teens (drawing, photography, drumming)	Open Jam music sessions	Emergency phones by the river	

Programs/Classes	Events	Park Resources	Other
	More poetry readings	More tennis courts	
More intergenerational programming- partnering teens with seniors		Piers for Kayaking	
		Better bicycle management – areas, times of days, etc.	

We include suggestions for future focus group research in the following section, which details considerations for future research in Battery Park City.

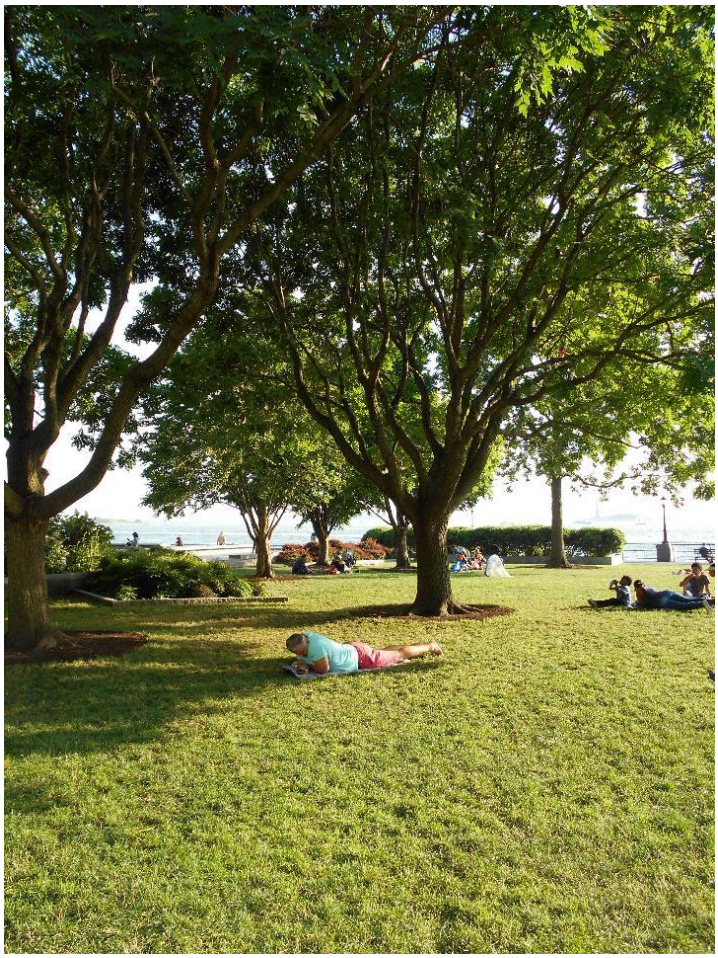


Figure 18: Relaxing in Wagner Park in the afternoon

CONSIDERATIONS FOR FUTURE RESEARCH

Limitations of a social science research project are also signposts to possibilities for future research. Here we suggest future research projects that could address some of the limitations of the current project, as well as deepen understanding of some of the findings of the current project.

Counts of people in public space

As noted above, our count estimates are conservative. Counting people in some of the public spaces of BPC is straightforward and relatively simple. For instance, most of the public space within West Thames Park, including the playground, basketball courts, and adjacent Liberty Community Garden, are enclosed by gates, easy to see from a variety of vantage points, and generally have people engaged in an activity within these enclosed places, making counting fairly straightforward (Figure 19, below).

Figure 19: Main lawn of West Thames Park looking south towards playground

Other locations, such as the South Cove, are straightforward to count from certain vantage points, but also require some maneuvering to see people in all the possible locations that they could be sitting, standing, walking, running, or lying down. Seasons also matter to counting in some locations, such as South Cove, because some areas have shrubs, bushes, or trees that will hinder counting people except when they are bare

in the winter (figures 20 and 21 below show the lush greenery that makes counting people on the lower path more difficult from the upper path in summer, and part of spring and fall). Even a drone might not capture all users consistently given the lush foliage overhead.

Figure 20: South Cove above the path along the water

Figure 21: South Cove path along the water

In addition to recruiting more people to count users of the public spaces in BPC, BPCA could consider a count with more detail added (which would also be facilitated if there were more people to conduct counts). Although we did gather User Survey data on the age of people using the public spaces of BPC, we did not approach to survey anyone who appeared to be under 16 years old, nor did we focus any observational time or counting exclusively on any age group, such as children. We know that 13% of people come to the public spaces of BPC with children, so BPCA could consider securing parental permission to conduct focus groups with young people or to survey them in public space to learn more about their experiences of the parks and programs here.

User surveys and contact surveys

Given the relatively low response rate (16%) on our User Survey, future survey participation may increase with the use of incentives (a raffle for a pass to the Community Center, or some BPCA-branded items like t-shirts or lanyards). In addition, we conducted surveys with a relatively small team of research assistants. In the Central Park (2011) study, the data collection was facilitated by "more than 275 volunteers who, working alongside 75 Conservancy staff, contributed more than 2,800 hours collecting survey data and 800 hours of data entry" (p. v). Future surveys could recruit and train volunteers to gather and enter data to attempt to reach a higher rate of participation.

The User Survey was focused on the most general and typical uses of BPC parks, although we did ask for some detail on how people use the park, their favorite things about the public spaces, events they would like to see introduced, and things they dislike. We were not focused on the impact of using the public park spaces of BPC on people's moods or health, though this did come up in the discussion with survey participants, as well as in the focus group research. Research in urban parks reveals a variety of health and mental-health benefits to park users (e.g., see Larson, Jennings, and Cloutier, 2016). There has been limited research on the impact of access to natural spaces on those who work in office buildings, but this is another area that could lead to interesting findings (e.g., see Kaplan, 2007). We did meet a number of people who regularly eat lunch on the Esplanade, coming outside from buildings in and near BPC. It could be interesting to focus a survey or series of focus groups on these workers to learn more about their relationships to public spaces in BPC, and any impact they may have on health.

Focus groups

Any of the issues that arose in focus groups could be explored further in regular and targeted focus groups, either through recruitment of a particular constituency, or by organizing groups based on a relevant theme. For instance, in terms of constituency, one strategy is to recruit only resident participants with or without dogs. Alternatively, groups could invite all participants who have an interest in discussing the issue of dogs in BPC.

APPENDICES

A: Maps of Counting Locations

B: Sample Counting Document

C: Contact Survey (Non-participation)

D: User Survey

E: Instructions to Research Assistants for Counts and Surveys

F: Additional data tables and figures

G: Methodology of BPCA User Study

H: BPC Focus Group Schedule

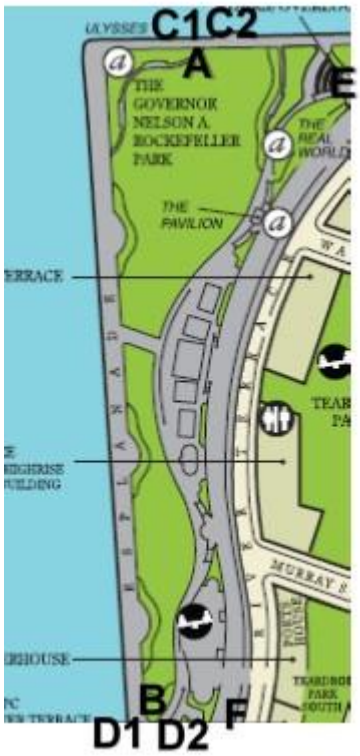
I: BPCA Counts of Participants in Formal Programs and Events

J: Additional data on regular users of BPC public institutions and spaces

K: Listing of research assistants by institutional affiliation and role

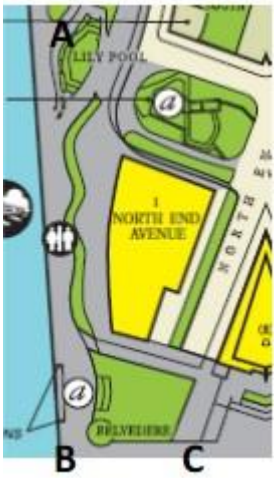
APPENDIX A: Maps of Location Counts

LOCATION 1: Rockefeller Park and Northern Esplanade

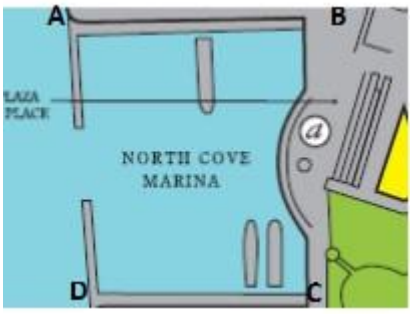


LOCATION 2: BPC Ball Fields and Teardrop Park

LOCATION 3: Lily Pool to Belvedere Plaza



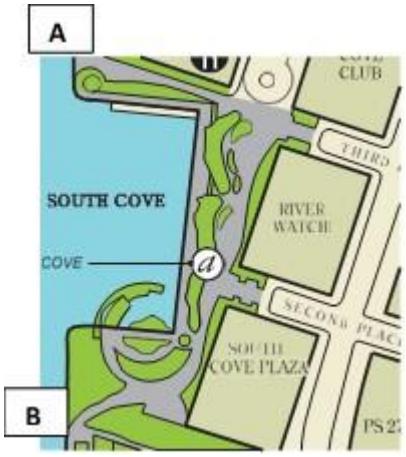
LOCATION 4: North Cove Marina



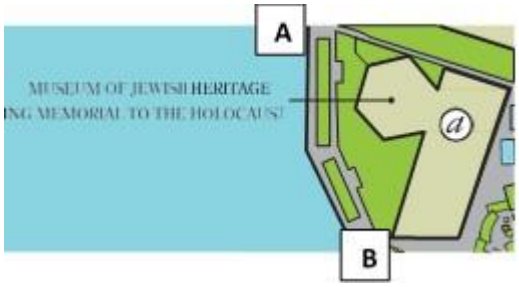
LOCATION 5: Oval Lawn, Kowsky Plaza, and Esplanade Plaza

LOCATION 6: South Esplanade

LOCATION 7: South Cove

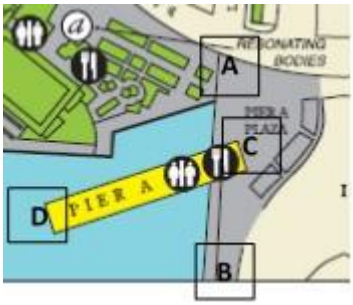


LOCATION 8: Museum of Jewish Heritage Plaza



LOCATION 9: Wagner Park

LOCATION 10: Pier A Plaza



LOCATION 11: Rector Park

LOCATION 12: West Thames Park, Liberty Community Garden and Playground

APPENDIX B: Sample Counting Document

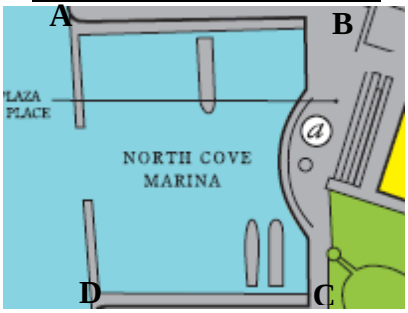
Battery Park City Authority User Survey and Count/BMCC | COUNT INSTRUMENT and INSTRUCTIONS

Counter 1:	**Date:**
Counter 2:	**Time at beginning of shift:**

Thank you for helping us complete a count of the users of the public park spaces within Battery Park City. Our goal is to produce as accurate a count as possible. To ensure that, please fill out the information above, and follow the instructions below.

You are counting people who are using public park areas of Battery Park City. You will use a clicker to keep track of each person you see, and record your counts on this form. You have been assigned the following location for today:

Location 4: North Cove Marina



← Survey

← Survey

You will count for one hour, then switch to surveying for an hour, then switch back to counting for an hour, then return to surveying, and conduct another count in the last hour of the shift. **Your exit survey location is on either side of the stairs shown on the right side of the map above; stand at the top of the stairs on each end to approach people heading away from North Cove Marina.**

You will be counting in groups of two so that we can compare the counts between you. The area you will count in the North Cove Marina includes only the grey paths in the map, and only places that are part of public space. So, although there may be people sitting at tables in the restaurants around the North Cove Marina, you will not include them in your count. If it is crowded, walk slowly, and count with the clicker as precisely as possible.

COUNT RECORD KEEPING:

A to B to C to D: Both of you begin at Point A, and walk toward B, through C to D.

A to B to C to D: COUNTER 1: Record #: _____ COUNTER 2: Record #: _____

Now turn around and count again from D to A.

D to C to B to A: COUNTER 1: Record #: _____ COUNTER 2: Record #: _____

Now, repeat this count, from A to D, and then again from D to A.

A to B to C to D: Both of you begin at Point A, and walk toward B, through C to D.

A to B to C to D: COUNTER 1: Record #: _____ COUNTER 2: Record #: _____

Now turn around and count again from D to A.

D to C to B to A: COUNTER 1: Record #: _____ COUNTER 2: Record #: _____

End time: _____

APPENDIX C: Contact Survey (Non-participation)

Battery Park City Authority User Survey and Count/BMCC

NON-PARTICIPATION Survey (for REFUSALS)

Interviewer name:	Date:
Location (Enter Survey Location 1 – 12):	Time:

INSTRUCTIONS TO INTERVIEWERS:

For those who refused to participate, please do your best to capture the following details from your recent memory of the encounter below:

1. Apparent gender: ( ) Man ( ) Woman ( ) Unsure

2. Apparent race/ethnicity:

( ) Hispanic ( ) Caucasian ( ) Black ( ) Asian ( ) South Asian ( ) Unsure
( ) Other _____

3. Did person appear to have a physical disability?

( ) Yes ( ) No *If yes, please describe:* _____

4. Did person have a dog(s)? ( ) Yes ( ) No

5. Was person on a bike? ( ) Yes ( ) No

6. Was person in a group (meaning more than 2 people)? ( ) Yes ( ) No

7. Was the person with a child/children? ( ) 1 child ( ) _____ [enter # of] children

8. Other observations (especially things that indicated what the respondent was doing in the public spaces of Battery Park City, and/or things that made survey difficult to administer).

_____

_____

_____

_____

_____

MRonda UPDATED 4/13/18

APPENDIX D: User Survey

Battery Park City Authority User Survey and Count/BMCC

Public Park User Survey

Interviewer:	Date:
Location:	Time:

Battery Park City Authority User Survey 2017

SCRIPT (to read to park user): Hello. Do you have five minutes to participate in a survey about Battery Park City? We're conducting a survey of users of the public parks in Battery Park City to learn more about how people use these spaces. Your information will help update us on use and what people think about the parks here in general.

If REFUSED, please skip to last page. THANK EVERYONE NO MATTER WHAT!

[**NOTE**: The respondent must be **16 years** of age or older.]

1. Do you live or work here in Battery Park City, or are you visiting, or commuting?
   a. **( ) If LIVE HERE**: How long have you lived here? **Enter months or years here:** _____ OR ( ) Refused

      What is your zip code?_____[GO to 3] OR ( ) Refused

   b. **( ) If WORK HERE**: May I ask where you work? **Enter name of place of work here:** _____ OR ( ) Refused

      How long have you worked here? **Enter months or years here:** _____

      OR ( ) Refused

      What is your current home zip code? _____[GO to 2] OR ( ) Refused

   c. ( ) **If VISITOR**: What is your current zip code or country of origin? _____ OR ( ) Refused

   d. ( ) **If COMMUTER**: What is your current zip code or country of origin? _____ OR ( ) Refused

      May I ask where you are commuting TO? **Enter answer**: _____

      OR ( ) Refused

2. Where did you enter Battery Park City today?

   [SHOW MAP. MARK ENTRY ON MAP ON FOLLOWING PAGES WITH "ENT"]

Page 1 of 10

3. What brought you to **Battery Park City today [for residents] …brought you outside today?**

( ) Here for a scheduled event: **Please explain:** _____

If mention a specific program or event, then:

How did you find out about this program or event?

( ) Word of mouth
( ) The BPC website
( ) Newsletter
( ) Poster on bulletin board or kiosk
( ) Other, please explain: _____

( ) Visiting a particular place in BPC.

If respondent mentions specific location, enter it here:

( ) Wagner Park
( ) Esplanade (and Esplanade Plaza and Playground)
( ) Kowsky Plaza
( ) Belvedere
( ) Irish Hunger Memorial
( ) Movies (Regal Battery Park Stadium)
( ) Specific restaurant
( ) Specific store for shopping
( ) Rockefeller Park
( ) Teardrop Park
( ) Ball Fields
( ) West Thames Park (and playground)
( ) A school in Battery Park City
Which school? Please enter:
_____
( ) Somewhere else
Please specify:
_____

( ) Visiting BPC in general

( ) Commuting/passing through on way to somewhere else

( ) Lives here

( ) Other (Explain): _____

( ) Refused

4. What areas or places did you visit today within Battery Park City since you arrived (**FOR RESIDENTS**: …since you most recently came outside today)?

SHOW RESPONDENT MAPS AND YOUR CURRENT LOCATION (ON NEXT THREE PAGES).

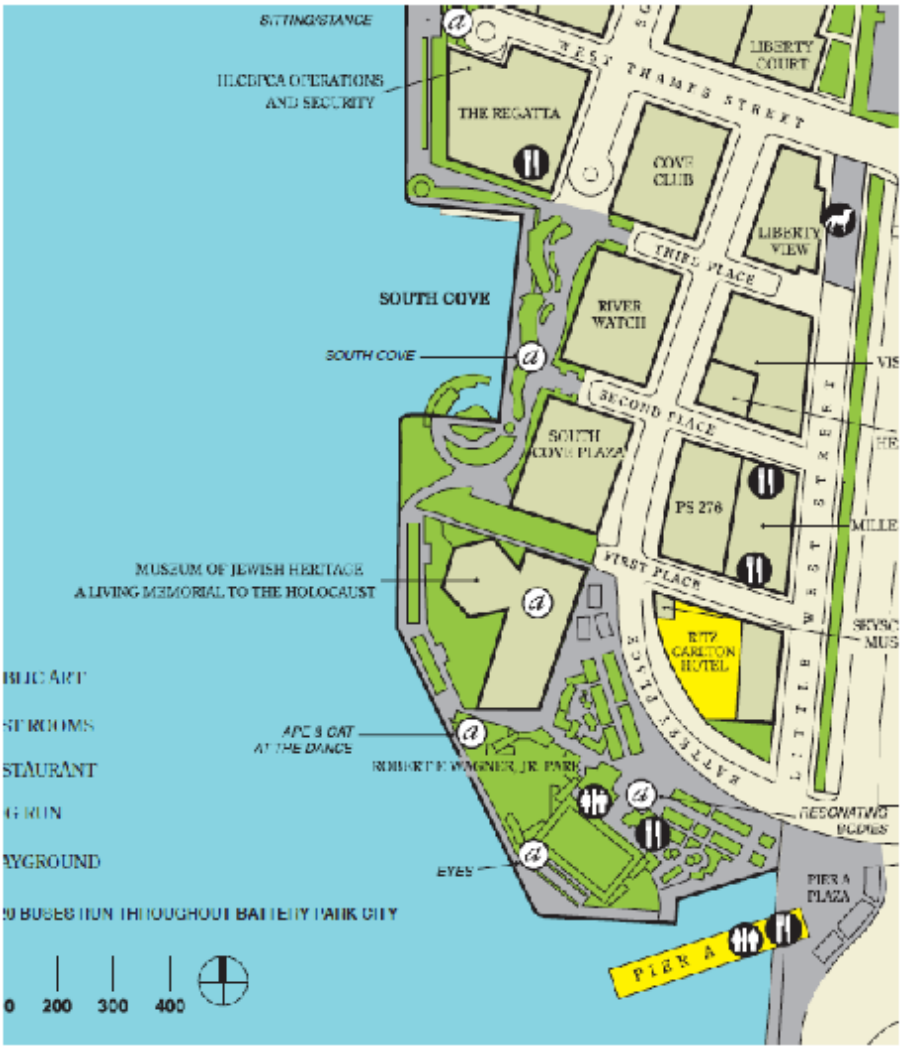
MARK ENTRY POINT AS WELL AS ALL AREAS VISITED.

YOU CAN CIRCLE THEM, LIST THEM, OR DRAW A LINE WITH ARROWS TO INDICATE ALL THE PLACES VISITED THROUGHOUT.

SHOW RESPONDENT MAP AND YOUR CURRENT LOCATION. MARK ENTRY POINT AS WELL AS ALL AREAS VISITED. YOU CAN CIRCLE THEM, LIST THEM, OR DRAW A LINE WITH ARROWS TO INDICATE ALL THE PLACES VISITED THROUGHOUT.

SHOW RESPONDENT MAP AND YOUR CURRENT LOCATION. MARK ENTRY POINT AS WELL AS ALL AREAS VISITED. YOU CAN CIRCLE THEM, LIST THEM, OR DRAW A LINE WITH ARROWS TO INDICATE ALL THE PLACES VISITED THROUGHOUT.

SHOW RESPONDENT MAP AND YOUR CURRENT LOCATION. MARK ENTRY POINT AS WELL AS ALL AREAS VISITED. YOU CAN CIRCLE THEM, LIST THEM, OR DRAW A LINE WITH ARROWS TO INDICATE ALL THE PLACES VISITED THROUGHOUT.



5. **NON-RESIDENTS**: Who did you come to Battery Park City with today? **(check all that apply)**

( ) Alone
( ) Children in my care
  ( ) Nanny
  ( ) Own children
( ) Co-worker
( ) Dog
( ) Family besides children
( ) Friend(s)
( ) School group
( ) Tour group
( ) Wife/husband/partner
( ) Other: **Explain**:_____
( ) Refused

5a. IF WITH CHILDREN: Can you tell us how many children you came with and their ages?

Number of children _____ Ages _____
OR ( ) Refused

6. **RESIDENTS**: Who are you here with today?

( ) Alone
( ) Children in my care
  ( ) Nanny
  ( ) Own children
( ) Co-worker
( ) Dog
( ) Family besides children
( ) Friend(s)
( ) School group
( ) Tour group
( ) Wife/husband/partner
( ) Other: **Explain**:_____
( ) Refused

6a. IF RESIDENT WITH CHILDREN: Can you tell us how many children you came with and their ages?

Number of children _____ Ages _____
OR ( ) Refused

7. **NON-RESIDENTS**: What form of transportation did you use to get to Battery Park City today? **(check all that apply)**

( ) Walked
( ) Biked
( ) Took bus
( ) Drove car
( ) Jogged
( ) Rollerblades
( ) Taxi
( ) Ferry
( ) Subway [which station]: _____
( ) Other, explain: _____

8. You may have already mentioned this, but we want to be sure to capture how people use the space here. So please tell me what did you do in Battery Park City today? **(don't need to read all)**

( ) Baseball
( ) Basketball
( ) Biking
Is bike a rental? ( ) yes ( ) no
( ) Bird-watching
( ) Commuting
( ) Community Garden
( ) Dog run
( ) Dog Walking
( ) Exercise **(specify whether it was a formal lesson or class, or informal)**
Formal OR informal _____
( ) Hanging Out
( ) Library
( ) Looking at plants and trees
( ) Movie theater
( ) Museum
( ) Napping
( ) People-watching
( ) Picnic
( ) Playground Visit
Which playground? *List:*
_____
( ) Reading
( ) Relaxing
( ) Restaurant
( ) Restroom
( ) Running/Jogging
( ) Sailing
( ) School
( ) Shopping
( ) Sitting
( ) Socializing
( ) Soccer
( ) Softball
( ) Special event (e.g.: concert…)
List _____
( ) Sports (Other)
List _____
( ) Sunbathing
( ) Tour
( ) Walking
( ) Working
( ) Other _____

9. In the past year, how often have you visited Battery Park City?
( ) First time **[SKIP TO Q.16]**
( ) Daily
( ) Weekly
( ) Monthly
( ) A few times a year

10. How often do you spend time in the parks within Battery Park City?
( ) Daily
( ) Weekly
( ) Monthly
( ) A few times a year

11. For how long have you been a regular visitor in the parks within Battery Park City?
Enter months &/or years here: _____ months _____ years

12. What time of year are you most likely to visit? **(check all that apply)**
( ) Winter ( ) Spring ( ) Summer ( ) Fall

13. What time of day are you most likely to visit? **(select one)**
( ) Early morning ( ) Morning ( ) Afternoon ( ) Evening ( ) Late night

14. In addition to what you did today, what are some other things you have done in Battery Park City before?

( ) Baseball
( ) Basketball
( ) Biking
Is bike a rental? ( ) yes ( ) no
( ) Bird-watching
( ) Commuting
( ) Community Garden
( ) Dog run
( ) Dog Walking
( ) Exercise (**specify whether it was a formal lesson or class, or informal**)
Formal OR informal _____
( ) Hanging Out
( ) Library
( ) Looking at plants and trees
( ) Movie theater
( ) Museum
( ) Napping
( ) People-watching
( ) Picnic
( ) Playground Visit
Which playground?
List _____
( ) Reading
( ) Relaxing
( ) Restaurant
( ) Restroom
( ) Running/Jogging
( ) Sailing
( ) School
( ) Shopping
( ) Sitting
( ) Socializing
( ) Soccer
( ) Softball
( ) Special event (concert…)
List _____
( ) Sports (Other)
List _____
( ) Sunbathing
( ) Thinking
( ) Tour
( ) Waiting
( ) Walking
( ) Wandering
( ) Working
( ) Other _____

15. What is your favorite thing to do in Battery Park City?

_____

_____

16. What is your favorite outdoor place in Battery Park City? [**Or if today was first visit:** what was your favorite outdoor place visited within Battery Park City today?]

_____

_____

17. In general what do you like to do in parks?

_____

_____

18. If you could design the next event or activity in this park what would it be?

_____

_____

19. What is your least favorite thing about Battery Park City? [**Or if today was first visit:** what was your least favorite thing about Battery Park City today?]

_____

_____

20. What other parks do you visit regularly?

( ) None
( ) **NAME THE PARK AND LOCATION**: _____

AND FINALLY A FEW QUESTIONS TO HELP US GET A SENSE OF PARK USERS OVERALL

Read to respondent:

FOR THESE LAST QUESTIONS, OUR INSTRUCTIONS ARE TO ASK YOU DIRECTLY ABOUT HOW YOU IDENTIFY RATHER THAN MAKE ASSUMPTIONS.

1. How do you describe your race or ethnicity? _____

_____

2. How do you describe your gender? ( ) Male/Man ( ) Female/Woman ( ) Other_____

( ) Refused

3. One last question: Can you please tell me the year you were born? _____

CLOSING: Thank you very much for your help! Here's a brochure with the summer schedule of events in BPC.

[If respondent has additional comments or questions, enter them here:]

_____

_____

_____

Respondent contact information (if they want a response to above questions or comments):

NAME: _____

PHONE: _____ **EMAIL:** _____

Observations of Survey respondent

[NOTE: This is completed by the interviewer. Do not share with respondent.]

INTERVIEWER: Please complete the following to the best of your ability for completed interviews:

1. **If person refused to give year of birth or age range, estimate age range here: _____**
2. **Did person appear to have a physical disability?**

   ( ) yes ( ) no ***Describe*** _____
3. **Did person have a dog?** ( ) yes ( ) no
4. **Was person on a bike?** ( ) yes ( ) no
5. **Was person in a group?** ( ) yes ( ) no
6. **Other observations**:

_____

_____

_____

_____

_____

_____

_____

APPENDIX E: Instructions to Research Assistants for Counts and Surveys (Initial July 2017 and Revised April 2018)

Battery Park City Authority User Survey and Count/BMCC

User Survey Instructions

Thank you for helping us to conduct this survey and count of public park users in Battery Park City. Your participation is an important piece of ongoing efforts to serve the public by examining the use of public space within Battery Park City to ensure that planning and management are sensitive to the needs and interests of all those who use the public spaces there.

General Information and Instructions

- Please be sure to wear your official t-shirt and ID badge in the lanyard for every shift.
- Please also be sure to pick up and return your clip board, surveys, counting documents, and name tags for every shift.
- You will be given a specific location in one area to cover for each five-hour shift in teams of two. Your counting location and your survey location will be on the count instrument and instructions sheet.
- Research supervisors will be available throughout your shift if you have questions, concerns, emergencies, or need more materials. You will be given their contact information at the beginning of your shift.
- You will receive materials from the supervisor (clipboard, pen, surveys, counting sheets, Battery Park City summer calendars to distribute to people you encounter, an ID badge, and a clicker). The supervisor will collect your materials at the end of the shift. Leave enough time at the end of your shift to walk back to your meeting point to return materials to the supervisor.
- Supervisors will collect and return materials to Robin and/or Michelle at the beginning and end of each shift in N-660. Supervisors should arrive 30 minutes before each shift to pick up materials. Robin and/or Michelle will make arrangements with supervisors to pick up materials at the end of each shift.
- You will alternate the kind of data you collect during a 5-hour shift. You will count users of the public spaces for one hour at the beginning of your shift, then you will switch to conducting survey interviews for an hour. At the third hour, switch back to counting, and in the fourth hour, return to surveying public park space users. For the last hour, return to counting.
- **Our goal is for each interviewer to conduct as many exit interviews as possible during each shift. You will be surveying people exiting Battery Park City.**
    - For those who do not respond, or decline to be interviewed, you will fill out a non-participation survey, noting what you can observe about the person.
    - For those who agree, you will conduct an interview by reading the questions from the survey questionnaire and recording the respondent's answers. Do not hand out the survey form to the respondent.
- If severe weather is predicted on one of the survey and count days, we may postpone until a scheduled rain date. We will contact you the day before and let you know.
- Be courteous to everyone, be respectful of those who do not wish to participate, and express your appreciation to those who take the time to be interviewed. You are representing BMCC/CUNY and your professionalism is absolutely essential to the process.

Approaching interview subjects

- Before approaching someone, fill out your name, the date, and the location on the top of the survey sheet. **It is essential that you fill out the information on the top of the survey page, including the start time of the interview. We will not be able to process your survey without it.**

- Position yourself a few feet outside the exit location, where you can see people exiting and catch their attention from a distance of a few feet, before they pass you. This is an **exit survey**, so only approach people who are exiting the area.

- **It is very important that interview subjects be selected as randomly as possible.** Once you have positioned yourself, determine the location of an imaginary line that people exiting this location will cross at a distance of at least a few feet from you, so that you will have time to catch their attention. When you have determined the location of the imaginary line, look away for a moment, then look back and focus on the line. The third person that you see crossing the line is the one that you should attempt to interview (regardless of whether they appear to be in a hurry, are on the phone, in a group, on a bicycle, etc.)
    - Who to approach: Approach adults and young people 16 years of age or older, except those who appear to be working at Battery Park City such as BPC workers and police officers. Do not approach children or young adults under 16 for an interview. If you are unsure if someone is 16 or older, and they have agreed to be interviewed, you can say that you want to confirm that they are at least 16 years old, as we are not permitted to interview anyone under 16.
    - Wave to someone if they are on a bicycle, talking on a cell phone, or wearing headphones, to try to get their attention.
    - If the person is riding a bike, and does not notice you or is going too fast to stop, do not attempt to approach or stop them. Complete a non-participation survey.
    - When people exit (cross the imaginary line) in tight groups at the same time, count them as one for the purpose of identifying the third person exiting. If the third person is in a couple or group, approach the person closest to you.
    - **Do not allow people who you have not selected randomly to volunteer to be interviewed.** Thank them, but explain that in order for the survey to be scientific, you are required to select interview subjects at random.
- Read the first part of the introduction: "Do you have five minutes to participate in a survey about Battery Park City?"

- If you are unable to get the person's attention, if they do not respond, or if they decline to participate, complete a **non-participation survey**, noting anything you are able to observe about the person.
    - The non-participation survey will also provide us with important information about park users. Do not be discouraged if you complete numerous non-participation surveys before finding someone willing to do the interview. Do not be tempted to pick only people who look friendly or interested. Our data are only as good as our method of collection and administration, and we are counting on you to maintain the integrity of the process.

- With respect to the observation of apparent gender and race / ethnicity, note that the categories listed here are broad generalizations—we recognize that they are nowhere near reflective of the actual diversity of Park users, and furthermore, that they gloss over the distinction between race and ethnicity, as well as gender identity. The categories indicated are useful in that they represent the most prevalent groups that most New Yorkers can be expected to identify in a relatively consistent and accurate pattern. As imperfect and incomplete a system as this may be for getting the information, it is better than having no information at all about people who do and do not participate in the survey. The purpose for soliciting these observations is to collect what information we can that will help us evaluate the extent to which our sample of people who participate in the survey may be skewed, so that we can make an effort to correct for sample biases in our analysis of who is using Battery Park City and how. This is especially important to our ability to evaluate success in promoting democratic public space by looking at how the demographics of users compared to that of surrounding neighborhoods and the City as a whole, as well as the extent to which use of these public areas is well-integrated.

- Repeat survey interview approach (selecting 3rd person) until someone agrees to do the interview.
  - If you still have not found someone willing to do an interview after 10 minutes, move to a different spot in the same general location where you see people exiting. Make a note of any conditions that might have contributed to non-participation at this location, such as "A lot of tourists who did not speak English"; "Little foot traffic"; "Many commuters who say they are 'late for work,'" etc.

Conducting the interview

On the survey questionnaire, text not in bold should be read aloud to respondents. BOLD text contains instructions for you, the interviewer.

- Fill out the time that you start the interview
- Question # 1: ***Note that there are different questions for follow-up depending on whether the person lives or works in Battery Park City, is a visitor, or a commuter.***
- Question # 2: ***Show the respondent the maps on pages 3 through 5 to determine as precisely as possible where they entered Battery Park City today (or if a resident, from which location they came outside into Battery Park City). Mark ENT on the map.***
- Question # 4: ***Show the respondent the maps on pages 3 through 5 to determine as precisely as possible what places they visited during their time in Battery Park City.***
  - The map is a tool to help the respondent identify locations that were visited. You can indicate these locations in whichever way is easiest for you. (This may depend on how the respondent answers the question; the respondent may indicate areas on the map, or they may list various place-names.) You can write down the locations, mark them on the map with an "x", circle the area, etc. It is not necessary to pinpoint exact locations, but try to get as close as possible to where they say they went on the map.
  - If the respondent was jogging or bicycling through different areas, you can also trace the route on the map, if that is how they communicate the information to you.

- Question # 8: ***We want to get an accurate picture of everything people do while spending time at Battery Park City, so please ask respondents what they did at least three times to elicit the full array of their activities. After their first response, say, "What else did you do?" You do not need to read all of the options.***

    - We have included questions that may correlate to visitor statistics. For example, the Battery Park City Authority may keep track of the number of people who sign up for a special event, such as a concert. If we can estimate from this survey what percentage of people using Battery Park City participate in such activities, it will complement our efforts to count visitors and help us to generate a better estimate of visitation based on the data that is routinely collected.

- Questions 15-19: ***These open-ended questions are an opportunity to learn more about people's preferences about Battery Park City and parks in general.***

    - With these questions we are trying to get at the heart of what people value about Battery Park City public spaces, as well as the issues that they have.

  Question #21: ***What is the year of your birth?***

    - Some people may be reluctant to answer this question. You can explain that this is an anonymous survey and that it is helpful for us to have these statistics. If they are still reluctant, ask them if they will give an age range.

- If the respondent poses any comments or questions to you that you cannot answer (whether it is about the survey or Battery Park City), please record them at the end of the survey. If they would like to be contacted about their comments or questions, take their contact information. Otherwise, do not ask for their contact information.

- Fill out your observations of the respondent at the end of the survey, and include any comments about the experience of the interview (particularly anything that made the survey difficult to administer, and anything you may have been confused or concerned about during the interview). **Like the top of the first page of the survey, the last "Observations" page contains essential information. We will not be able to process the survey without it.**

- If it is easier to write out the answers to questions in the margins rather than locate the answers on the sheet, feel free to do so. When you are done with the survey, go back and fill in the answers. Feel free to write any comments in the margins about the way the respondent answered the particular question, or anything else you think might be relevant or interesting.

- **Please write as legibly as possible.** This can be challenging when one is trying to make the best use of time while talking to a stranger, but it will help us enormously. When you are finished with each survey, **re-write anything that seems indecipherable**.

- It may be helpful to practice the survey on family or friends in advance.

Thank you for your contribution to this important initiative!

Battery Park City Authority User Survey and Count/BMCC

User Survey Instructions - Spring 2018

Thank you for helping us to conduct this survey and count of public park users in Battery Park City. Your participation is an important piece of ongoing efforts to serve the public by examining the use of public space within Battery Park City to ensure that planning and management are sensitive to the needs and interests of all those who use the public spaces there.

General Information and Instructions

- Please be sure to wear your official t-shirt and bring your CUNY ID for every shift. And please be sure to have your cell phone charged.
- For each 3 hour shift, you are to arrive 15 minutes BEFORE the start of the shift, and expect to stay on 15 minutes AFTER the shift ends. Please plan accordingly. For your time sheets, you will submit 3.5 hours for each shift.
- Our new meeting place is **Brookfield Plaza (Location 4 North Cove) by the statue in front of the marina.** This is where you will arrive 15 minutes before the shift begins to pick up material (clipboards, surveys, counting documents, counters). And this is where you will return after the end of the shift.
- We cannot include you in a shift if you are late or need to leave early. We need you there for the entire time. This is REALLY important!
- At the beginning of each shift we will go over with you what we will be doing that shift (just surveys, just counting, some combination).
- Michelle and Robin will be available throughout your shift if you have questions, concerns, emergencies, or need more materials. Please put their contact information in your phones: Michelle Ronda: 917-514-5095; Robin Isserles: 201-306-3196.
- If severe weather is predicted on one of the survey and count days, we may postpone until a scheduled rain date. We will contact you the day before and let you know.
- Be courteous to everyone, be respectful of those who do not wish to participate, and express your appreciation to those who take the time to be interviewed. You are representing BMCC/CUNY and your professionalism is absolutely essential to the process.

- **Our goal is for each interviewer to conduct as many survey interviews as possible during each shift.**
    - For those who do not respond, or decline to be interviewed, you will fill out a **non-participation** survey, noting what you can observe about the person.
    - For those who agree, you will conduct an interview by reading the questions from the survey questionnaire and recording the respondent's answers. Do not hand out the survey form to the respondent.
    - Please follow the instructions when counting and surveying. All vital information MUST be recorded: Name, date, time, location number, identification of counter #1 or #2, use of the maps to show where they entered, where they visited, etc. For the non-participation survey, please be sure to mark everything that you noticed. This is really important and wasn't done consistently last time out in the field.

Approaching interview subjects

- Before approaching someone, fill out your name, the date, and the location on the top of the survey sheet. **It is essential that you fill out the information on the top of the survey page, including the start time of the interview. We will not be able to process your survey without it.**

- **It is very important that interview subjects be selected as randomly as possible.** Once you have positioned yourself, determine the location of an imaginary line that people exiting this location will cross at a distance of at least a few feet from you, so that you will have time to catch their attention. When you have determined the location of the imaginary line, look away for a moment, then look back and focus on the line. The third person that you see crossing the line is the one that you should attempt to interview (regardless of whether they appear to be in a hurry, are on the phone, in a group, on a bicycle, etc.)
    - Who to approach: Approach adults and young people 16 years of age or older, except those who appear to be working at Battery Park City such as BPC workers and police officers. Do not approach children or young adults under 16 for an interview. If you are unsure if someone is 16 or older, and they have agreed to be interviewed, you can say that you want to confirm that they are at least 16 years old, as we are not permitted to interview anyone under 16.
    - Wave to someone if they are on a bicycle, talking on a cell phone, or wearing headphones, to try to get their attention.
    - If the person is riding a bike, and does not notice you or is going too fast to stop, do not attempt to approach or stop them. Complete a non-participation survey.
    - When people exit (cross the imaginary line) in tight groups at the same time, count them as one for the purpose of identifying the third person exiting. If the third person is in a couple or group, approach the person closest to you.
    - **Do not allow people who you have not selected randomly to volunteer to be interviewed.** Thank them, but explain that in order for the survey to be scientific, you are required to select interview subjects at random.
- Read the first part of the introduction: "Do you have five minutes to participate in a survey about Battery Park City?" If you used an opening line that worked for you the last time, use that.
- If you are unable to get the person's attention, if they do not respond, or if they decline to participate, complete a **non-participation survey**, noting anything you are able to observe about the person.
    - The non-participation survey will also provide us with important information about park users. Do not be discouraged if you complete numerous non-participation surveys before finding someone willing to do the interview. Do not be tempted to pick only people who look friendly or interested. Our data are only as good as our method of collection and administration, and we are counting on you to maintain the integrity of the process.
    - With respect to the observation of apparent gender and race / ethnicity, note that the categories listed here are broad generalizations—we recognize that they are nowhere near reflective of the actual diversity of Park users, and furthermore, that they gloss over the distinction between race and ethnicity, as well as gender identity. The categories indicated are useful in that they represent the most prevalent groups that most New Yorkers can be expected to identify in a relatively consistent and accurate pattern. As imperfect and incomplete a system as this may be for getting the information, it is better than having no information at all about people who do and do not participate in the survey. The purpose for soliciting these observations is to collect what information we can that will help us evaluate the extent to which our sample of people who participate in the survey may be skewed, so that we can make an effort to correct for sample biases in our analysis of who is using Battery Park City and how.

This is especially important to our ability to evaluate success in promoting democratic public space by looking at how the demographics of users compared to that of surrounding neighborhoods and the City as a whole, as well as the extent to which use of these public areas is well-integrated.

- Repeat survey interview approach (selecting 3rd person) until someone agrees to do the interview.
    - If you still have not found someone willing to do an interview after 10 minutes, move to a different spot in the same general location where you see people exiting. Make a note of any conditions that might have contributed to non-participation at this location, such as "A lot of tourists who did not speak English"; "Little foot traffic"; "Many commuters who say they are 'late for work,'" etc.

Conducting the interview

On the survey questionnaire, text not in bold should be read aloud to respondents. **BOLD** text contains instructions for you, the interviewer.

- Fill out the time that you start the interview
- Question # 1: ***Note that there are different questions for follow-up depending on whether the person lives or works in Battery Park City, is a visitor, or a commuter.***
- Question # 2: ***Show the respondent the maps on pages 3 through 5 to determine as precisely as possible where they entered Battery Park City today (or if a resident, from which location they came outside into Battery Park City). Mark ENT on the map. PLEASE DON'T LEAVE THIS OUT! MARK THE MAPS!***
- Question # 4: ***Show the respondent the maps on pages 3 through 5 to determine as precisely as possible what places they visited during their time in Battery Park City. PLEASE DON'T LEAVE THIS OUT! MARK THE MAPS!***
    - The map is a tool to help the respondent identify locations that were visited. You can indicate these locations in whichever way is easiest for you. (This may depend on how the respondent answers the question; the respondent may indicate areas on the map, or they may list various place-names.) You can write down the locations, mark them on the map with an "x", circle the area, etc. It is not necessary to pinpoint exact locations, but try to get as close as possible to where they say they went on the map.
    - If the respondent was jogging or bicycling through different areas, you can also trace the route on the map, if that is how they communicate the information to you.
- Question # 8: ***We want to get an accurate picture of everything people do while spending time at Battery Park City, so please ask respondents what they did at least three times to elicit the full array of their activities. After their first response, say, "What else did you do?" You do not need to read all of the options.***
    - We have included questions that may correlate to visitor statistics. For example, the Battery Park City Authority may keep track of the number of people who sign up for a special event, such as a concert. If we can estimate from this survey what percentage of people using Battery

Park City participate in such activities, it will complement our efforts to count visitors and help us to generate a better estimate of visitation based on the data that is routinely collected.

- Questions 15-19: ***These open-ended questions are an opportunity to learn more about people's preferences about Battery Park City and parks in general.***

    - With these questions we are trying to get at the heart of what people value about Battery Park City public spaces, as well as the issues that they have.

  Question #21: ***What is the year of your birth?***

    - Some people may be reluctant to answer this question. You can explain that this is an anonymous survey and that it is helpful for us to have these statistics. If they are still reluctant, ask them if they will give an age range.

- If the respondent poses any comments or questions to you that you cannot answer (whether it is about the survey or Battery Park City), please record them at the end of the survey. If they would like to be contacted about their comments or questions, take their contact information. Otherwise, do not ask for their contact information.

- Fill out your observations of the respondent at the end of the survey, and include any comments about the experience of the interview (particularly anything that made the survey difficult to administer, and anything you may have been confused or concerned about during the interview). **Like the top of the first page of the survey, the last "Observations" page contains essential information. We will not be able to process the survey without it.**

- If it is easier to write out the answers to questions in the margins rather than locate the answers on the sheet, feel free to do so. When you are done with the survey, go back and fill in the answers. Feel free to write any comments in the margins about the way the respondent answered the particular question, or anything else you think might be relevant or interesting.

- **Please write as legibly as possible.** This can be challenging when one is trying to make the best use of time while talking to a stranger, but it will help us enormously. When you are finished with each survey, **re-write anything that seems indecipherable**.

Thank you for your contribution to this important initiative!

APPENDIX F: Additional data tables and figures

Table 43: Locations of Contact Surveys (Users declining to participate in Survey)

	Frequency	Valid Percent
Location 1: Rockefeller Park and Northern Esplanade	477	16.8
Location 9: Wagner Park	320	11.3
Location 6: South Esplanade	296	10.4
Location 3: Lily Pool to Belvedere Plaza	268	9.4
Location 10: Pier A Plaza	255	9
Location 7: South Cove	230	8.1
Location 5: Oval Lawn, Kowsky Plaza, and Esplanade Plaza	227	8
Location 11: Rector Park	218	7.7
Location 12: West Thames Park, Liberty Community Garden and Playground	190	6.7
Location 4: North Cove Marina	137	4.8
Location 8: Museum of Jewish Heritage Plaza	107	3.8
Location 2: BPC Ball Fields and Teardrop Park	101	3.6
Unknown	10	0.4
Total	2836	100

Table 44: Reasons that BPC parks users contacted declined to be interviewed

	Frequency	Valid Percent
Socializing	476	24.2
Children-related	286	14.5
Time pressure	236	12
Exercise-related	186	9.4
Headphones	143	7.3
Dog walking	142	7.2
Phone	114	5.8
Biking	102	5.2
Language barrier	85	4.3
Work	45	2.3
Sightseeing	43	2.2
Ferry	42	2.1
Eating	27	1.4
Photography	19	1
Physical disability	15	0.8
Weather	8	0.4
Total answered	1969	100
No reason given	476	
Missing	341	
Ignored	45	
Already completed	4	
Younger than 16	1	
Total missing	867	
Grand total	2836	

Table 45: Observed or stated race by gender of all contacts made and users surveyed in Battery Park

			GENDER			
			1 Male/man	2 Female/woman	3 Other	Total
RACE	**Hispanic/Latino**	Count	143	146	1	290
		% within RACE	49.3%	50.3%	0.3%	100.0%
		% within GENDER	9.2%	9.7%	20.0%	9.4%
	Caucasian/White	Count	1018	977	3	1998
		% within RACE	51.0%	48.9%	0.2%	100.0%
		% within GENDER	65.3%	64.9%	60.0%	65.1%
	Black/African American	Count	139	130	0	269
		% within RACE	51.7%	48.3%	0.0%	100.0%
		% within GENDER	8.9%	8.6%	0.0%	8.8%
	Asian	Count	192	200	1	393
		% within RACE	48.9%	50.9%	0.3%	100.0%
		% within GENDER	12.3%	13.3%	20.0%	12.8%
	South Asian	Count	68	52	0	120
		% within RACE	56.7%	43.3%	0.0%	100.0%
		% within GENDER	4.4%	3.5%	0.0%	3.9%
Total		Count	1560	1505	5	3070
		% within RACE	50.8%	49.0%	0.2%	100.0%
		% within GENDER	100.0%	100.0%	100.0%	100.0%

Table 46: “Other” reason person was visiting BPC on day of survey

	Frequency	Valid Percent
Sightseeing	49	28.3
Walking	32	18.5
Dog walking	18	10.4
Work	11	6.4
Eating	10	5.8
Playdate	10	5.8
Socializing	10	5.8
Shopping	9	5.2
Business	5	2.9
Jogging	5	2.9
Relaxing	5	2.9
Other exercise	4	2.3
Biking	2	1.2
Movies	1	0.6
Pick up children from school	1	0.6
Stuyvesant High School	1	0.6
Total	173	100
Missing	376	
Total	549	

Table 47: Total number of children accompanying all contacts made and users surveyed

Number of children	Frequency	Valid Percent
1	276	61.3
2	125	27.8
3	41	9.1
4	7	1.6
6	1	.2
Total	450	100.0
No children	2511	
System missing	424	
Total	2935	
Grand total	3385	

Table 48: Countries of origin of international visitors to BPC

	Frequency	Valid Percent
England	8	10.8
Australia	7	9.5
France	6	8.1
Canada	5	6.8
Mexico	5	6.8
Spain	5	6.8
Italy	4	5.4
China	3	4.1
Germany	3	4.1
Colombia	2	2.7
United Kingdom	2	2.7
Uruguay	2	2.7
Argentina	1	1.4
Asia	1	1.4
Denmark	1	1.4
Holland	1	1.4
Hong Kong	1	1.4
Hungary	1	1.4
Iceland	1	1.4
India	1	1.4
Israel	1	1.4
Japan	1	1.4
Lithuania	1	1.4
Netherlands	1	1.4
New Zealand	1	1.4
Panama	1	1.4
Peru	1	1.4
Portugal	1	1.4
Russia	1	1.4
Scotland	1	1.4
Slovenia	1	1.4
South Africa	1	1.4
Sri Lanka	1	1.4
Venezuela	1	1.4
Total	74	100
Missing	475	
Grand total	549	

Table 49: Activities of BPC users on day of survey

	Responses	Percent of Cases
Walking	294	58.8%
Relaxing	155	31.0%
Hanging out	118	23.6%
People-watching	69	13.8%
Other	69	13.8%
Sitting	65	13.0%
Restaurant	64	12.8%
Dog walking	63	12.6%
Playground visit	63	12.6%
Looking at plants and trees	51	10.2%
Socializing	45	9.0%
Picnic	39	7.8%
Reading	38	7.6%
Running/Jogging	38	7.6%
Commuting	37	7.4%
Shopping	36	7.2%
Exercise	32	6.4%
Restroom	31	6.2%
Biking	30	6.0%
Bird-Watching	29	5.8%
Working	29	5.8%
Dog run	26	5.2%
Museum	24	4.8%
Tour	24	4.8%
Library	23	4.6%
Soccer	15	3.0%
Basketball	14	2.8%
Movie theater	14	2.8%
Community Garden	13	2.6%
Napping	12	2.4%
Sunbathing	12	2.4%
Special event	9	1.8%
Sailing	5	1.0%
Baseball	4	0.8%
School	4	0.8%
Softball	3	0.6%
Sports (Other)	3	0.6%

	Responses	Percent of Cases
Total	1600	320.0%

Table 50: Activities people have ever done in BPC

	Responses	Percent of Cases
Walking	212	58.7%
Relaxing	145	40.2%
Hanging out	108	29.9%
Restaurant	88	24.4%
Socializing	75	20.8%
People-watching	73	20.2%
Sitting	72	19.9%
Running or jogging	67	18.6%
Wandering	66	18.3%
Shopping	63	17.5%
Dog walking	60	16.6%
Picnic	60	16.6%
Biking	58	16.1%
Playground visit	58	16.1%
Looking at plants and trees	56	15.5%
Exercise	52	14.4%
Movie theater	50	13.9%
Thinking	44	12.2%
Commuting	43	11.9%
Restroom	43	11.9%
Museum	39	10.8%
Other	39	10.8%
Library	35	9.7%
Dog run	33	9.1%
Special event	30	8.3%
Working	29	8.0%
Waiting	27	7.5%
Basketball	25	6.9%
Napping	20	5.5%
Tour	19	5.3%
Bird-Watching	18	5.0%
Reading	18	5.0%
Soccer	17	4.7%
Community Garden	16	4.4%

	Responses	Percent of Cases
Sunbathing	16	4.4%
School	8	2.2%
Baseball	6	1.7%
Sailing	6	1.7%
Softball	6	1.7%
Sports (Other)	6	1.7%
Total	1906	528.0%

Table 51: Users' favorite places in Battery Park City (recoded from original list)

	Responses	Percent of Cases
Esplanade and views of Hudson River	128	30.9%
Other specific locations in BPC	106	25.6%
Wagner Park	55	13.3%
North Cove Marina and Brookfield Plaza	48	11.6%
Rockefeller Park	32	7.7%
All of BPC is "favorite"	24	5.8%
Pier A	19	4.6%
Rector Park	14	3.4%
The Real World	12	2.9%
BPC Restaurants	11	2.7%
Lily Pool	10	2.4%
Museum of Jewish Heritage	8	1.9%
Other specific locations nearby, but not in BPC	3	0.7%
Total	470	113.5%

Table 52: Full list of favorite places in BPC (in order of most mentioned)

	Frequency	Valid Percent
Esplanade	85	18.5
Wagner Park	29	6.3
Rockefeller Park	23	5
North Cove Marina	20	4.4
All of it	12	2.6
Don't have one	11	2.4
Pier A	11	2.4
Rector Park	11	2.4
West Thames Park	10	2.2
Brookfield Plaza	8	1.7
The Real World	7	1.5
Lily Pool	6	1.3
Museum of Jewish Heritage	6	1.3
North Cove	6	1.3
South Cove	6	1.3
Waterfront	6	1.3
Green lawns	5	1.1
Hudson River	5	1.1
Teardrop Park	5	1.1
Dog park	4	0.9
Gardens	4	0.9
Pier A and Wagner Park	4	0.9
Views	4	0.9
Police Memorial	3	0.7
Ball Fields	2	0.4
Basketball court	2	0.4
Don't know	2	0.4
Gateway Plaza	2	0.4
N/A	2	0.4
Pier 25	2	0.4
Playground	2	0.4
Restaurants	2	0.4
South Esplanade	2	0.4
9/11 Memorial	1	0.2
Activities	1	0.2
All of it and by the water	1	0.2
All the parks	1	0.2
Anywhere with benches	1	0.2
Basketball court & West Thames Park	1	0.2

	Frequency	Valid Percent
Behind Museum of Jewish Heritage	1	0.2
Belvedere Plaza and South	1	0.2
Benches	1	0.2
Brookfield Place	1	0.2
Brookfield Plaza & Pier A	1	0.2
Brookfield Plaza & Upper Room	1	0.2
By flowers	1	0.2
By the docks	1	0.2
Carousel and Veteran Museum	1	0.2
Central area	1	0.2
Combination of sports with nature, garden	1	0.2
Cove, Esplanade	1	0.2
Del Frisco Steaks	1	0.2
Doesn't have one	1	0.2
Esplanade and Lily Pool	1	0.2
Esplanade and restaurants	1	0.2
Esplanade and walking dog, the Hudson	1	0.2
Esplanade, 9/11 Memorial area near playground	1	0.2
Esplanade, Dog Parks	1	0.2
Ferry	1	0.2
Ferry Terminal	1	0.2
Ferry terminal and pier	1	0.2
Flowers near Museum of Jewish Heritage	1	0.2
Food vendors	1	0.2
Fountain	1	0.2
Fresh air	1	0.2
Front lawn	1	0.2
Garden near Chambers Street entrance	1	0.2
Garden next to Wagner Park	1	0.2
Garden, and sitting area	1	0.2
Gardens & Watch tour on South Cove Plaza	1	0.2
General landscape	1	0.2
Getaway	1	0.2
Governor's Island	1	0.2
Grass area near basketball courts	1	0.2
Green areas for kids and the courts	1	0.2
Green space	1	0.2
Greenery	1	0.2
His terrace	1	0.2

	Frequency	Valid Percent
Hudson Facts	1	0.2
In front of the Jewish Museum	1	0.2
Irish Memorial views	1	0.2
Japanese garden	1	0.2
Kids' basketball court	1	0.2
Kowsky Plaza	1	0.2
Kowsky Plaza and Rockefeller Park	1	0.2
Kowsky Plaza, Esplanade	1	0.2
Kowsky plaza/ Oval Park	1	0.2
Lily pool	1	0.2
Lily Pool & Rockefeller Park	1	0.2
Lily pool and The Real World	1	0.2
Movie Theater	1	0.2
n/a	1	0.2
New Jersey viewing	1	0.2
North Cove and Brookfield Place	1	0.2
North past the Jewish museum	1	0.2
Oval Park	1	0.2
Park	1	0.2
Park area - grassy lawn for picnic	1	0.2
Parks and the view	1	0.2
Pier A & Wagner Park	1	0.2
Pier A and views	1	0.2
Playgrounds	1	0.2
Police memorial and Wagner Park	1	0.2
Police memorial, Jewish museum, Wagner Park	1	0.2
Read	1	0.2
Read, watch	1	0.2
Rector Park & West Thames Park	1	0.2
Rector Street	1	0.2
Relax	1	0.2
Relax and eat something	1	0.2
Restaurant by the arch	1	0.2
Restaurant near to the river	1	0.2
Restaurants and bars	1	0.2
Restaurants or eating outside	1	0.2
River terrace	1	0.2
River watch	1	0.2
River Watch	1	0.2

	Frequency	Valid Percent
Rockefeller Park and Police Memorial	1	0.2
Rockefeller Park playground	1	0.2
Rockefeller Park, Teardrop Park	1	0.2
Scenery near the water	1	0.2
Sightseeing and taking pictures	1	0.2
Sit looking at the NJ Shore	1	0.2
Sitting area next to water	1	0.2
Sitting/walking	1	0.2
Skate park	1	0.2
Sky line	1	0.2
South & North Coves	1	0.2
South Cove plaza	1	0.2
South Cove, garden	1	0.2
South Cove, north cove, Brookfield	1	0.2
South Esplanade: view of New Jersey City	1	0.2
South side	1	0.2
Sports	1	0.2
Statue area	1	0.2
Tear Drop Park	1	0.2
Teardrop Park and Rockefeller Park	1	0.2
Teardrop Park	1	0.2
Teardrop, Rockefeller, Library	1	0.2
The buildings	1	0.2
The garden	1	0.2
The grass area	1	0.2
The great 12 km	1	0.2
The Harbor	1	0.2
The marina area because he was able to view the statue of liberty	1	0.2
The museum	1	0.2
The parks	1	0.2
The Real World, benches by North Cove Marina, grassy area, duck pond	1	0.2
The Regatta and River Watch	1	0.2
The swings	1	0.2
The Upper Room	1	0.2
This park has different adventures for everyone and kids	1	0.2
Toys for kids at Park House	1	0.2
Trees grass	1	0.2
Tribeca Green	1	0.2

	Frequency	Valid Percent
Tribeca Point	1	0.2
View water	1	0.2
Wagner Park and Museum of Jewish Heritage	1	0.2
Wagner Park and Pier A	1	0.2
Wagner Park and restaurant	1	0.2
Wagner Park and Rockefeller Park	1	0.2
Wagner Park and the Esplanade	1	0.2
Wagner Park and The real world	1	0.2
Wagner Park garden	1	0.2
Wagner Park, benches behind Jewish Heritage museum	1	0.2
Wagner Park, Esplanade	1	0.2
Wagner Park, Oval Lawn	1	0.2
Wagner Park, Rector Park	1	0.2
Wagner Park, Rockefeller Park	1	0.2
Wagner Park, South, Near Ferry	1	0.2
Wagner Park, Teardrop, The Real World	1	0.2
Wagner Park/Gigino's	1	0.2
Walk	1	0.2
Walk and 9/11 memorial	1	0.2
Walk around and food	1	0.2
Walking on rocks	1	0.2
Walking space	1	0.2
Watching boats coming in	1	0.2
Water and North Cove Marina	1	0.2
Waterfront and North Cove Marina	1	0.2
West & South End Avenue	1	0.2
West Thames Park and Real World	1	0.2
Where you see statues	1	0.2
Total	459	100

Table 53: Full list of “least favorite thing about BPC” (in order of most mentioned)

	Frequency	%
Don’t have one	121	27.38%
I like everything	25	5.66%
Dog Waste	13	2.94%
I love everything	7	1.58%
Smokers	7	6.54%
Bikes	6	1.09%
Bikers	5	1.13%
Crowds	5	1.13%
Tourists	5	1.13%
Couldn’t find a bathroom	4	0.90%
Need more public restrooms	4	0.90%
Traffic	4	0.90%
Dogs are not allowed in the park	4	0.90%
Noise	3	0.68%
The wind in the winter time	3	0.68%
BPCA needs more space/room for dogs	3	0.68%
Cold weather	2	0.45%
Dogs	2	0.45%
Heat	2	0.45%
Homeless people	2	0.45%
Lack of signs	2	0.45%
Pigeons	2	0.45%
Rats	2	0.45%
Too crowded	2	0.45%
It’s windy	2	0.45%
Not allowing dogs on the grass	2	0.45%
Not enough space for dog walkers	2	0.45%
Restrooms	2	0.45%
Too few dog runs	2	0.45%
A lot of restaurants	1	0.23%
Access to park is difficult. Taxi drops you off too far, needs	1	0.23%
All the kids: too many	1	0.23%
Alone	1	0.23%
A lot of rats at night, boats honking really loud	1	0.23%
Baby strollers everywhere on pathways, obstructing	1	0.23%
Basketball courts are small	1	0.23%
Being near birds; they sometimes crap on me	1	0.23%
Bicycles riding on same paths as walkers	1	0.23%
Big brown seagulls that steal your food	1	0.23%
Bike riders	1	0.23%
Bikers moving too fast and some dogs leap out at you	1	0.23%
Bikers not being in proper lanes	1	0.23%
Bikes and joggers: some of them just run right into you	1	0.23%

	Frequency	%
Bikes in dangerous spots	1	0.23%
Bird poop	1	0.23%
Boats make too much noise	1	0.23%
Bugs in the summer, other than that everything else is okay	1	0.23%
Busy here	1	0.23%
Can’t swing in the water	1	0.23%
Cannot sit on grass because the birds poop there	1	0.23%
Cars & taxi drivers don’t stop at cross walls; feels unsafe for	1	0.23%
Chairs are uncomfortable	1	0.23%
Cinema	1	0.23%
Cinema complex	1	0.23%
Cold weather, construction, traffic	1	0.23%
Cold wind and atmosphere as a whole that gradually hits the	1	0.23%
Cost of shopping/ food prices (high)	1	0.23%
Couldn’t locate a map of the park.	1	0.23%
Crossing too many streets to get here	1	0.23%
Crowded during the weekend	1	0.23%
Crowded playground, and bikes on walkway too dangerous	1	0.23%
Crowds and tourists on river walk during park seasons and	1	0.23%
Dirty water	1	0.23%
Dogs with no leash	1	0.23%
Don’t have one (have only been here for 40 minutes)	1	0.23%
Drivers on weekends	1	0.23%
Esplanade biking, needs more security, more police,	1	0.23%
Expensive	1	0.23%
Expensive grocery	1	0.23%
Far subway	1	0.23%
Fence in winter	1	0.23%
Ferry is expensive	1	0.23%
Finding parking space	1	0.23%
Frigid temps in the water	1	0.23%
Garbage and dog waste not being picked up	1	0.23%
Garbage if left out	1	0.23%
Gardeners watering lawn in the middle of the day	1	0.23%
Geese, Dogs, Poop	1	0.23%
Getting here is a little far	1	0.23%
Going to work	1	0.23%
Ground lease & pilot payment	1	0.23%
Ground was wet	1	0.23%
Hard time finding a water fountain and bathroom	1	0.23%
Hard to rollerblade	1	0.23%
Haven’t seen the whole park; just entered the park by	1	0.23%
Heavy police presence	1	0.23%

	Frequency	%
Helicopters	1	0.23%
Humidity	1	0.23%
I dislike the buildings with electrical equipment	1	0.23%
I don’t visit here regularly	1	0.23%
I find it kind of windy today	1	0.23%
I have only visited twice	1	0.23%
I like to see everyone enjoy the park.	1	0.23%
I think this park has everything	1	0.23%
If it’s unclean, then it is like a typical New York City park	1	0.23%
Increased number of tourists that cause a lot of people traffic	1	0.23%
Intersections can be dangerous	1	0.23%
Isolation	1	0.23%
It is so far from Brooklyn	1	0.23%
It’s all good, perfect commute, just winter is a bit crazy with	1	0.23%
Just fine	1	0.23%
Just the fact that the new trees bloomed slowly	1	0.23%
Kids and dogs; here there are fewer restaurant choices	1	0.23%
Kids too loud	1	0.23%
Lack of culture	1	0.23%
Lack of places to eat	1	0.23%
Lacking some restaurants and shopping. Need more	1	0.23%
Late night concerts	1	0.23%
Least favorite is the bugs, but everyone loves it here	1	0.23%
Littering of garbage, construction	1	0.23%
Littering, but that’s not the parks’ fault, it’s the people’s fault.	1	0.23%
Long lines for cruises	1	0.23%
Loud people	1	0.23%
Loud teenagers	1	0.23%
Need a better supermarket	1	0.23%
Need a life guard or life preservers	1	0.23%
Need more signs	1	0.23%
No access to the water/Hudson River	1	0.23%
No adult activities	1	0.23%
No Chick-fil-A	1	0.23%
No commercials: No one knows that food courts exist here	1	0.23%
No dogs allowed in Wagner Park	1	0.23%
No patrol officers like there used to be	1	0.23%
No restaurants	1	0.23%
No shade; it’s hot	1	0.23%
No smoke shop	1	0.23%
No STOP signs on Rector Place and South End Ave	1	0.23%
No traffic lights, no police, security is not a replacement for	1	0.23%
No Wi-Fi	1	0.23%

	Frequency	%
Noise at Pier A	1	0.23%
Noise: it does not feel like a park	1	0.23%
Not clean enough	1	0.23%
Not enough affordable bars	1	0.23%
Not enough bathrooms	1	0.23%
Not enough bathrooms, not enough food options: too	1	0.23%
Not enough cafes, too much car traffic, and no good organic	1	0.23%
Not enough coffee shops nearby	1	0.23%
Not enough lighting at night in the park	1	0.23%
Not enough parking	1	0.23%
Not enough restaurants	1	0.23%
Not enough restrooms	1	0.23%
Not enough retail stores	1	0.23%
Not enough shade in the summer	1	0.23%
Not enough swings	1	0.23%
Not enough toys for kids	1	0.23%
Not many bathrooms, especially in the children’s parks	1	0.23%
Not many dog waste baggies, in case I forget mine and not	1	0.23%
Not much lighting at night	1	0.23%
Not terribly dog-friendly	1	0.23%
Not too many bathrooms, only ones are far, playgrounds	1	0.23%
Nothing all combined + coordinated love it	1	0.23%
Occasional smell of marijuana	1	0.23%
Only if it gets dirty, because the park is well kept	1	0.23%
Open marijuana use	1	0.23%
Outdoor volleyball should have a referee	1	0.23%
Parts that are still under construction	1	0.23%
Partying and expensive	1	0.23%
People	1	0.23%
People bumping into you	1	0.23%
People fishing, people not cleaning up after their dogs	1	0.23%
People who do not clean up after themselves	1	0.23%
People who try to sell stuff	1	0.23%
Pet-free zones	1	0.23%
Pigeons but they’re everywhere	1	0.23%
Pigeons, but hey it’s nature	1	0.23%
Poop on the street, pick it up	1	0.23%
Price of marina	1	0.23%
Prices	1	0.23%
Prices, construction noises, the whole package	1	0.23%
Projects take a while, such as the wooden board on the	1	0.23%
Rent	1	0.23%
Rent and taxes	1	0.23%

	Frequency	%
Restroom was dirty	1	0.23%
Seeing people litter	1	0.23%
Seeing the geese because they make a mess	1	0.23%
Sitting down	1	0.23%
Skateboarders	1	0.23%
Small amount of green space	1	0.23%
Smell of the sea next to the harbor	1	0.23%
Smokers in the park, lack of signs, need better maps	1	0.23%
Smokers/drugs in front of kids, and nude tanning	1	0.23%
Smoking and bikers	1	0.23%
Smoking and dog poop	1	0.23%
Some people can be snobbish	1	0.23%
Some places smell	1	0.23%
Sometimes coming to work, when tired	1	0.23%
Sometimes gets too crowded	1	0.23%
Sometimes it’s a bit noisy, but not a big bother	1	0.23%
Sometimes too many people	1	0.23%
Speed of cars within BPC limits	1	0.23%
Subway because its old	1	0.23%
Subways access	1	0.23%
Subways bring the influx of so many people	1	0.23%
Summer cleaning, they don’t clean the park properly during	1	0.23%
Sweaty joggers	1	0.23%
Teardrop slide is too dangerous	1	0.23%
Terrible parking	1	0.23%
The playground after Pier A needs renovations	1	0.23%
The restaurants: need to be more nice and close restaurants	1	0.23%
The walk	1	0.23%
The water is contaminated	1	0.23%
The weather is too hot	1	0.23%
Too long to walk to the subway	1	0.23%
Too many bikes	1	0.23%
Too many events/activities take place here on a daily/weekly	1	0.23%
Too many people	1	0.23%
Too many people jogging	1	0.23%
Too many people on bikes riding fast by you	1	0.23%
Too many people on weekend	1	0.23%
Too many people smoking/bikes cutting off people walking in	1	0.23%
Too many rich people	1	0.23%
Too many tour guides/ticket people trying to get you to buy	1	0.23%
Too many tourists	1	0.23%
Too many tourists at pier A	1	0.23%
Too much traffic	1	0.23%

	Frequency	%
Too popular	1	0.23%
Traffic and west side	1	0.23%
Trees too close to the buildings, blocking the view	1	0.23%
Trucks that clean up	1	0.23%
Under construction Battery Park	1	0.23%
Urine smell	1	0.23%
Used to be bike patrol for dogs to keep them off the grass;	1	0.23%
Vandalism and skateboards	1	0.23%
Weather was a little chilly	1	0.23%
When I want to use the park and people are just starting to	1	0.23%
Wish they allowed dogs in certain sections, and need to clean	1	0.23%
Subtotal	**442**	**100**
Missing	**107**	
Total	**549**	

APPENDIX G: Methodology of BPCA User Study

Methodology: The instruments and procedures for systematizing data collection

BPC Visitor Counts: Methodology

Visitors arrive at the Parks of Battery Park City (BPC) from so many directions and access points that it was not feasible to conduct discrete entrance counts. Instead we chose to conduct physical counts of visitors in each of the locations of interest to BPC managers. These locations included (from South to North): West Thames Park, Rector Park, Pier A Plaza, Wagner Park, the plaza surrounding the Museum of Jewish Heritage, South Cove, South Esplanade, the Oval Lawn, North Cove Marina, Lilly Pool and Plaza, Ball Fields and Teardrop Park, and Rockefeller Park.

Before the actual counting began, the study directors determined the feasibility of counting visitors in these locations and developed specific instructions for counting in each of the twelve locations (see Appendix B for a sample counting document). We determined, for example, that separate counts for walkways and lawn areas would be necessary in some of the locations where there are typically visitors at rest on lawns and benches, versus visitors moving through the same area on designated walkways. We provided counting personnel with hand counters and pre-tested forms, to ensure uniformity of counting and recording data.

Two research assistants were assigned to conduct counts of visitors while walking with hand clickers and clipboards through each of the specific locations. In most instances, therefore we were able to generate more than one count per area, and could average paired counts to reduce counting errors. The resulting averaged counts were taken to represent the visitor population in that location for the hour in which the count was conducted. Some areas of the BPC park system could be counted in a matter of minutes, while others that were longer or more heavily used might require almost a full hour to complete. Counts were scheduled to capture the visitor population in each of the designated locations on typical weekdays, weekend days, and by time of day and season. Although we did not schedule counts in the dead of winter when the park areas are scantily used, and green areas are fenced off to protect the lawns, we have data from the survey about people who visit the area daily, throughout the year, among them joggers and dog walkers, which permit us to estimate overall winter use. We used morning, mid-day, late afternoon, and evening counts, along with data on weather conditions, to arrive at global estimates of annual use of the system.

Visitor counts which we conducted on peak use days in the BPC park system allowed us to estimate what visitor use is like at current high-use periods. However, we intentionally avoided counting on days with large-scale events scheduled, as we knew BPCA kept records of such events (these are available in Appendices I and J). Our count averages create a baseline of knowledge about density of use in particular BPC locations that can be updated as necessary in the future to measure possible change in visitor volumes.

Formal counting of visitors also created a cadre of research assistants who came to know a great deal about the particulars of public use in the different park locations. Counters were encouraged to write notes about events, situations, encounters they witnessed as they counted. In addition, during the User Survey, research assistants would record as much information as possible about the interview or contact in order to deepen our knowledge of the users of public spaces in BPC.

BPC Visitor Count Estimates: Methodology

The counting days during the Study were randomly selected. We counted in four weekends and six weekdays in the summer/fall season and three weekends and four weekdays in the spring season. We did not count in the winter, in part due to the green spaces being restricted during these months, but we estimated the number of people in the public park spaces in BPC during winter by relying on a survey item: The Season Most Likely to Visit Battery Park City, BPC (details below). The counts in three seasons were spread out throughout the day to capture the daily variation.

Based on these counts, we generated five figures that display public attendance at BPC in space and time: The first figure (Figure 9: Annual and seasonal number of users in BPC) estimates annual and seasonal attendance; the second (Figure 10: Average number of people per day by location) presents the average number of people per day in select locations; the third and fourth offer a display of a typical busy weekend day (Figure 12: Average number of visitors on a typical busy weekend day in BPC) and weekday (Figure 13: Average number of visitors on a typical busy weekday in BPC) at

the park; and the fifth (

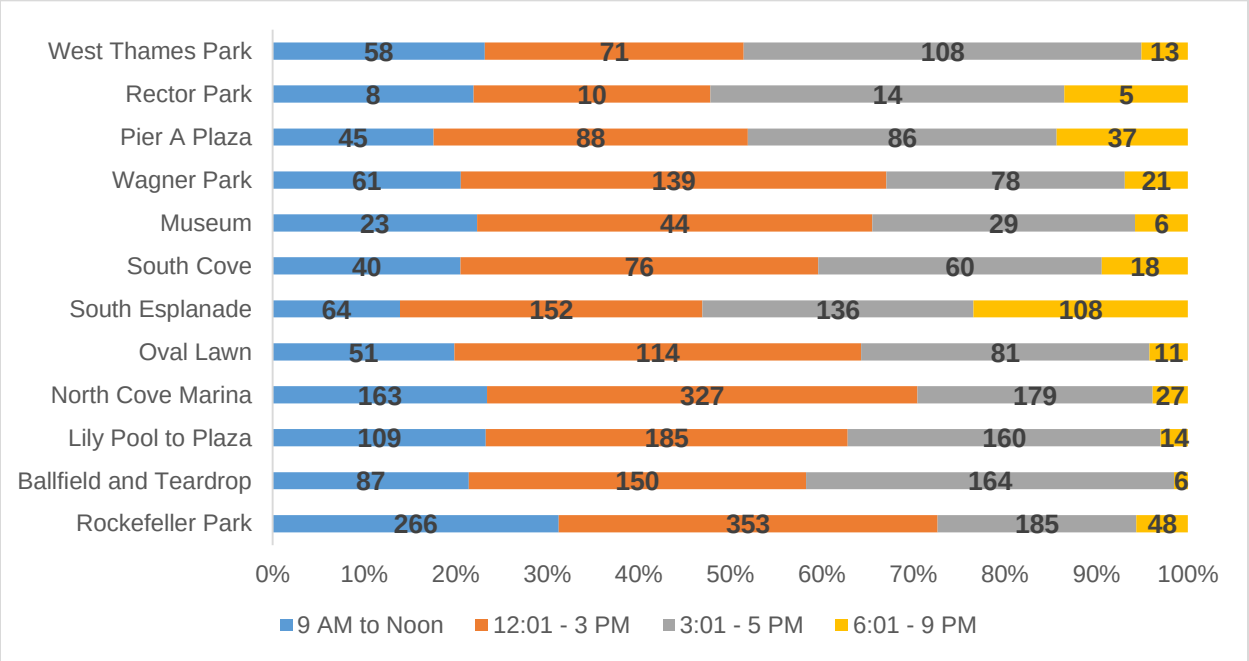


Figure 14: Average number of people per location on select times of day) provides a detailed account of the busiest times of a day for each location of interest.

FIGURE 9: Seasonal variation is shown in Figure 9: Annual and seasonal number of users in BPC. The total counts for each season are computed in three steps. In the first step, we created our average counts. We calculated two averages: the average number of people counted in a weekend and the average number of people counted in a weekday. In the second step, we multiplied the average weekend and weekday count by the total number of weekend and week days in a season. For instance, there are 24 weekend and 60 week days in spring. To calculate the total spring attendance, the average weekend (2,437) and week day (1,063) counts were multiplied by 24 and 60 days, respectively, and the multiplication results added together. In the final step, we adjusted for weather patterns. We computed the average percentage drop in attendance for rainy days in each season and applied it to the unadjusted count.

This method was used for computing the summer/fall and the spring attendance counts. A slightly different strategy was used for winter. Since we had no winter counts, we estimated the attendance by relying on a survey response: The Season Most Likely to Visit BPC. We took the number of respondents (154) who said they are most likely to visit in winter and multiplied it by the total number of winter days (90). We did not adjust for weather in winter as the percentage drop in attendance for spring, summer, or fall is unlikely to apply to winter given the overwhelmingly cold, snowy and rainy days that characterize this season.

Given the above computations and adjustments, BPC has nearly 500,000 users on an annual basis. As expected, most of them use the park during the peak summer/fall months and fewer in the spring and winter season.

FIGURE 10: If Figure 9 displays attendance in time, Figure 10: Average number of people per day by location captures spatial variation on an average day in BPC. Here, we were interested in showing which locations receive the highest number of users on any given day. The computation is straightforward. The average was generated by computing the total number of attendants in each location and dividing by the total number of days each location was counted. Figure 2 shows the most preferred destination on any given day is Rockefeller Park with more than 850 users, followed by North Cove Marina with nearly 700, and Lily Pool to Plaza and South Esplanade with close to 500.

FIGURES 12 and 13: Figures Figure 12: Average number of visitors on a typical busy weekend day in BPC and Figure 13: Average number of visitors on a typical busy weekday in BPC extend the findings on spatial distribution by offering a glimpse of attendance during heavy use. Essentially, the graphs show what should be expected on a typically busy weekend and week day at the park. We simply took the highest counts on a weekend and a week day for these graphs. The figures show that Rockefeller Park continues to be the preferred location with close to 200 more users than on an average day. North Cove Marina and Wagner Park with South Esplanade and Ball Field and Teardrop also continue to be heavily used.

FIGURE 14: Finally, in the last Figure, we provide a detailed view of spatial variation during particular times of the day.

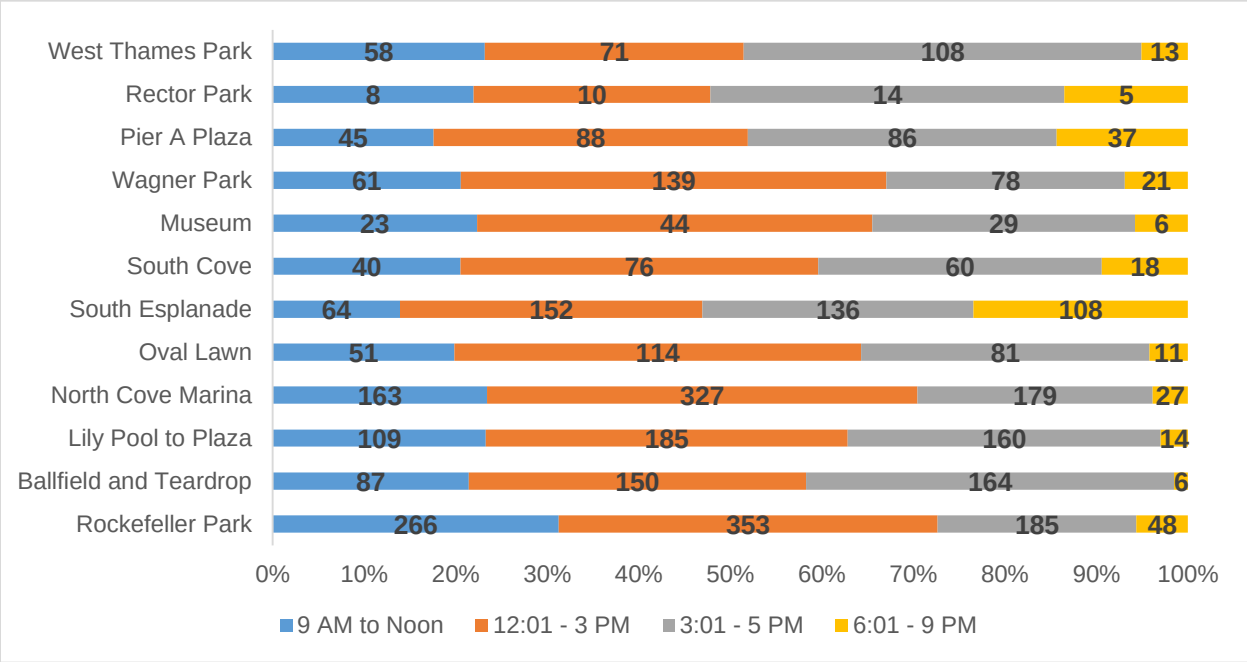


Figure 14: Average number of people per location on select times of day can also be considered an extension of Figure 10. However, instead of capturing locational use per day, we highlight locational variation by specific times of the day. We divided the daily counts in four different time frames; from 9:00 am - 12:00 pm, 12:01 pm -3:00 pm, 3:01 pm - 6:00 pm, and 6:01 pm - 9:00 pm. The average counts for each time frame were generated by adding the total counts of each location at a particular time frame and dividing by the total number of counts for that location. For instance, Location 1 – Rockefeller Park – was counted 7 times in the morning shift (9-3), 5 times in the early afternoon shift (12-3), and 6 times in the late afternoon shift (3-6). Hence, the average for each time frame is generated by dividing the total of each frame 1,865, 1,766, and 1,112 by 7, 5, and 6, respectively for an average attendance of 266 people in the morning hours, 353 people in the lunch hours, and 185 people in the afternoon hours. Since the night shift (6:01 pm - 9:00 pm) was not counted as frequently and/or as regularly as the other time frames, we estimated the average by dividing the total counts for a location by the average number of times a location was counted during the earlier time frames. To use the same example, Rockefeller Park was counted an average of 6 times (7, 5, and 6 times, respectively, for each time frame). Therefore, for the night frame, we divided the total count for that location (288) by six (6) for an average of nearly fifty people (48) per location during that time. As the bar chart in Figure 5 shows, the highest concentration of people – the peak use – on any given location, is during the midday lunch hours. The daily use is more or less the same for the morning and afternoon hours and tends to decline as night approaches.

BPC User Contact surveys

Utilizing the randomization methodology of selecting the third person coming towards them over an imaginary line at their location (which had been used with success in the Central Park User Study), research assistants solicited survey participants during every shift. Contact surveys were completed by the research assistants whenever they approached a potential survey participant who declined to participate. These observations were designed to give us insight into the users of the public spaces of BPC, and asked the researcher to guess at the gender and race or ethnicity of the visitor, as well as say whether they noticed any physical disability, whether the person was on a bike, had a dog, or was in a group, or was with a child.

BPC User Surveys

A survey was developed based on the Central Park User Study, both because it had yielded information highly useful to the Central Park Conservancy, and also because it had been determined to meet many of the needs of BPCA. One of the things we really impressed upon the students in training to implement the survey was the importance of randomization. As in Central Park, researchers were trained to avoid a selection bias toward the friendly-looking person, those who offered to participate, or people who seemed easy to approach in any case, despite the convenience and appeal. Moreover, students were instructed that they had to fill out the survey and ask the questions. We did not want respondents filling it out. In addition to wanting to ensure as many completed surveys as possible, and to manage the navigation of complex skip patterns in the survey, one real strength of in-person survey interviewing is the chance to gather as much nuanced information as possible with those who have agreed to participate. Rapport-building with respondents is also possible, and can create a positive identification with the park under study (at least that had been our experience in Central Park). The surveys asked questions about the frequency of park use, what the user likes to do in the park, whether they are a commuter, resident, tourist, etc. It also asked for what the person would like to see improved about the park as well as what they really like about the park. As requested by BPCA, we also prioritized inclusion of a question asking what events people would like to see in the public spaces of Battery Park City, to capture the opportunity for visitor input in event planning.

APPENDIX H: Focus Group Schedule

FOCUS GROUP SCHEDULE
2/19/18

BPCA User Count and Survey
Michelle Ronda and Robin Isserles, BMCC

I. BRIEF DEMOGRAPHIC QUESTIONNAIRE (distributed at beginning or end of focus group)

1. Do you live in Battery Park City?
   a. For how long have you lived here?
   b. If not, what is your current zip code?
2. Are you currently employed?
   a. If yes:
      i. What is your occupation?
      ii. Where do you work?
         1. If in BPC:
            a. For how long have you worked in BPC?
3. Where were you born?
4. In what year were you born?
5. What is your gender?
6. What is your race and/or ethnicity?

II. FOCUS GROUP QUESTIONS

1. Introduction and Questions on relationship with BCP

a. INTRO: Thank you for being willing to participate in this focus group about Battery Park City, and the public spaces here. We are interested in learning about your experience and opinions about the public spaces and public programming here. We are interested in a wide variety of opinions, so there are no right or wrong answers. Rather, your opinion is what matters to us. You can choose to use your own first name, or make up a name. We are recording because we do not want to miss anything that anyone says. We very much want everyone here today to participate, so we will ask that each person present answer every question, or decline if you have no answer. But the more we hear from each of you, the better for our work, and for the BPCA to learn about what people think of this place. Any questions or concerns? Explain where rest room is. If there are refreshments, invite people to enjoy them.

b. QUESTIONS:
   i. First, please tell us your first name and your relationship to Battery Park City; that is, why do you come here?
   ii. What do you tend to do while here?
   iii. How did you find out about this?
   iv. And to clarify, when did you first visit BPC?
   v. And again, to clarify, how often do you visit BPC?

c. Thank everyone. Now we want to know more specifics about your thoughts on the place: What are some of your favorite public places and things to do within Battery Park City?

2. **Participation in Weekly programs:**
   a. Have you or any family members (or children) participated in any formal programs or classes at BPC?
      i. When did you first participate?
      ii. Which programs do you participate in?
      iii. How often do you participate?
      iv. How did you find out about this?
      v. And what made you decide to participate?
   b. Are there other programs that you would like to see the park sponsor? Please tell us more about what you would like to see here?

3. **Assessment/evaluation of public and park spaces:**
   a. Now we want to learn more about what you think of the public park and other public spaces here:
      i. What is your favorite part/area of BPC?
      ii. Why is it your favorite?
   b. If you have come here for a long time, are there things that stand out to you?
   c. Why is the public space in Battery Park City important to you?
      i. In what ways does it contribute to your life here in the city?
   d. Can you think of anything that BPC is missing or lacking?
      i. What would you like to see done about this?
   e. Are there things about BPC that you do not like or enjoy?
      i. Can you tell us why these things are not enjoyable?

4. **Comparisons to other parks/Importance of Urban Parks**
   a. Now we want to know what you think about BPC in comparison to other public park and public spaces in NYC:
      i. Can you tell us about another city park that you have enjoyed?
      ii. What makes that park special?
   b. Do you think city parks are important?
   c. In what ways do they contribute to life here in the city?

5. **THANK YOU AND CLOSING**

APPENDIX I: Large BPCA events and visitor averages 2017-2018

Events 300+ during BPCA User Study		
2017 Attendance By Programs		
No.	Name	Number
1	Gardening Club (three seasons)	2000
2	Preschool Play & Art (three seasons)	2330
3	River & Blues Los Lobos 7/6	2500
4	New York City The Rivals 7/8	300
5	River & Blues - Rebirth Brass Band July	1200
6	Mexican Family Dance July	1000
7	River & Blues - Bettye Lavette July	1200
8	River & Blues - Vieux Farka Toure 7/27	1200
9	Strings-On-Hudson 8 /3	350
10	Silent Summer Event	1500
11	Strings-on-Hudson 8/10	315
12	Bhangra Dance 8/12	1000
13	Strings On Hudson 8/17	350
14	Strings On Hudson	450
15	Go Fish! With Dan Zanes 9/9	2000
16	Movie Night - Fantastic Beasts 9/15	325
17	Go Fish! With Key Wilde 9/23	1000
18	Go Fish! 10/14	500
19	Orchestrating Dreams 10/15	300
20	Sat Adult Art	560
21	Wed Adult Art	960
22	Drumming	400
23	Sunset Yoga 2017	990
24	Volleyball After Work 2017	255
25	Battery Dance Festival August	8500
	Total	31485
	Average for 25 events in 3 seasons:	**1259**
2018 Attendance By Programs		
No.	Name	Number
1	Earth Day	335
2	BPC Golden Jubilee	400
3	Juneteenth Pier A 6/16	500
4	Singing Circle	250
5	Silent Disco event 2018	700
	Total	2185
	Average for 5 events late spring/Early summer:	**437**

APPENDIX J: Additional data on regular users of BPC public institutions and spaces

BPC schools	**Students**	**Teachers and staff**
Stuyvesant HS	3356	150
PS 89	433	25
IS 289	293	20
PS/IS 276	856	40
Battery Park City Day Nursery	120	15
Battery Park Montessori	Not available	Not available
	5058	250
	TOTAL	**5308**

BPC Ball Fields	
School recess and physical education (3 schools)	16150
Youth Soccer League	12500
Youth Little League	11000
Youth Soccer Stars	3000
School Field days	3000
Summer Camps (2)	5000
Manhattan Youth afterschool program	2200
Youth football	2500
Adult softball	500
	55850
TOTAL (w/rainouts)	**51,000**

BPC Large Events (and permits)

Runs and walks through Esplanade (Run for Knowledge, etc.)	8000
Permits for films, TV, ads	2000
Swedish Midsummer Festival	6000
West Thames lawn (recess/physical education for high school near Trinity Place)	12000
TOTAL	**28000**

REGULAR VISITORS	**84,308**

APPENDIX K: Listing of research assistants by institutional affiliation and role

		RESEARCH ROLES		
Institutional Affiliation	**Name**	**Research Assistant**	**Supervisor**	**Data entry**
BPCA Interns	Ellen Gaffney	✓		
	Livia Kunins	✓		
	Nate Epstein	✓	✓	
	Olivia Benson	✓		
	Tushain Newman	✓		
BMCC/CUNY Students	Tohib Adejumo	✓		
	Zoe Antoine Paul	✓	✓	
	Mardiya Asamoah	✓		
	Kayla Benjamin	✓		✓
	Francesco Bongiovanni	✓	✓	✓
	Daisy Crispin	✓		✓
	Natasha Diaz	✓		
	Fabrice Elome	✓		✓
	Cynthia Fan	✓		✓
	Davina Francis	✓		✓
	Andres Garcia	✓	✓	
	Kenyon Graham	✓		✓
	Aaron Jackson	✓		✓
	Sekou Koulibaly	✓		✓
	Daniel La Marca	✓		✓
	Patricio Machuca	✓		
	Lissette Maliza	✓		
	Bibiana Martinez	✓		✓
	Ophelia McBean	✓		✓
	Michael McConnell	✓	✓	✓
	Josean Melendez	✓	✓	
	Sara Melgarejo	✓		
	Saif Mozeb	✓		
	Degdra Perez	✓		✓
	Nicole Primus	✓	✓	
	Giselle Rivera	✓		
	Maria Torres	✓		
	Hope Vaughn	✓	✓	
	Dylan Yepes	✓		✓

		RESEARCH ROLES		
Institutional Affiliation	**Name**	**Research Assistant**	**Supervisor**	**Data entry**
BMCC Sociology Capstone Students	Alejandrina Vivanco-Opazo	✓		✓
	Justine Murray	✓		✓
	Maria Kenneh	✓		✓
	Nancy Mantey	✓		✓
	Dorothea Cody	✓		✓
	Joanna Rodriguez	✓		✓
	Horatiu Mitrea	✓		✓
	Gregory Richardson	✓		✓
	Yanirda Mejia	✓		✓

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