

Ready for Business

Elizabeth Street, Hobart

Place Experience, Post Occupation Results + Recommendations.

July, 2022





1 Introduction + Background

In February 2020 Tasmania's hospitality industry, a major employer, was changed possibly forever by the COVID-19 epidemic. The requirements on the hospitality, in order to keep the community safe, has impacted operating conditions such that the financial sustainability of many individual businesses has been permanently impacted. One thing we know however is that people outside are less impacted than people indoors. Also, some businesses with larger floor plates have been able to deal with a more appropriate number of patrons enabling them to develop a sustainable COVID safe plan.

In recognition of this the "Ready for Business" plan has been developed to enable some select smaller locally owned hospitality venues to pilot using the underutilised kerbside parking spaces adjacent to their business for the purpose of outdoor dining. It is expected that this additional useable 'floor' space leading into summer will contribute to more sustainable operations, more stable employment opportunities, and a more enticing street environment.

The Tasmanian Government is, in the near future, expected to be able to again lift some of the current restrictions that are in place to minimise the impact of the COVID-19 on the community. This will, of course, at some point include allowing food and beverage outlets to make better use of outdoor space with more intense use. This will induce some practical issues that may delay this part of the economy restarting, and also some issues for community safety.

These outlets will be required to manage social distancing. To assist with this, the government can make available the mostly underutilised parking spaces outside their premises for seating and gathering. This will enable them to expand their level of patronage. This pilot project could also open the path for other future temporary treatments to put unused road space to work for safer social distance and better economic connection and performance.

Engagement with local government will be crucial for this project, as they are connected to the sites and businesses that will need help. There is a blueprint for this project with the City of Hobart which was nationally recognised and has a repeatable methodology described below.

The methodology for this project is tried and true and has received national recognition. It fits squarely in the road network remit as it involved reusing road space, that is currently not required, to help restart the Tasmanian economy. It is proposed these pilot projects will be followed up by further locally funded projects within each Council.

The process involves temporarily using unwanted road space for outdoor dining to allow bars and cafes with small floor areas to trade and still meet social distancing requirements. In the fullness of time the proprietors may elect to make the space permanent in which case they would negotiate with the relevant Council to move in that direction.

The methodology involves selecting sites with the local Council, gathering data on existing conditions, co-designing the selected space. Signing off on the safety of the design, then implement and monitor the spaces. The project will be staffed with existing resources.



2 The Process

The process by which the project was delivered was as follows:

1. State Growth staff investigated potential benefits of providing some hospitality venues with additional lettable area, outside of their venue, using underutilized parking spaces around central Hobart, and potentially other urban centres (Launceston, Devonport, Burnie etc). It was determined that there would be benefits in trialing some sites around the City for 6 months with a view to justify funding for permanent installations to enable a more speedy recovery from the impact of COVID-19;
2. State Growth Staff discussed options with some traders about potential sites and sought out unofficial costs for construction from local contractors. Staff also discussed costs with the City of Melbourne for a very similar program to determine a budget;
3. State Growth then engaged with the City of Hobart and determined that the best place for the trial was in Elizabeth Street between Brisbane Street and Melville Street. This was chosen for a collection of reasons, but mainly because there had already been extensive work done by the City of Hobart engaging with this retail community and there are long term street re-design works proposed for this part of Elizabeth Street;
4. State Growth engaged Place Score to collect and analyse place experience data to get a baseline on how current users were experiencing Elizabeth Street;
5. State Growth then engaged with the City of Hobart on how the trial was to proceed.
 - a. Budget of \$80,000 to a similar standard as those in the Melbourne trial illustrated below (Figure 1) at roughly \$5,000 to \$10,000 per space;

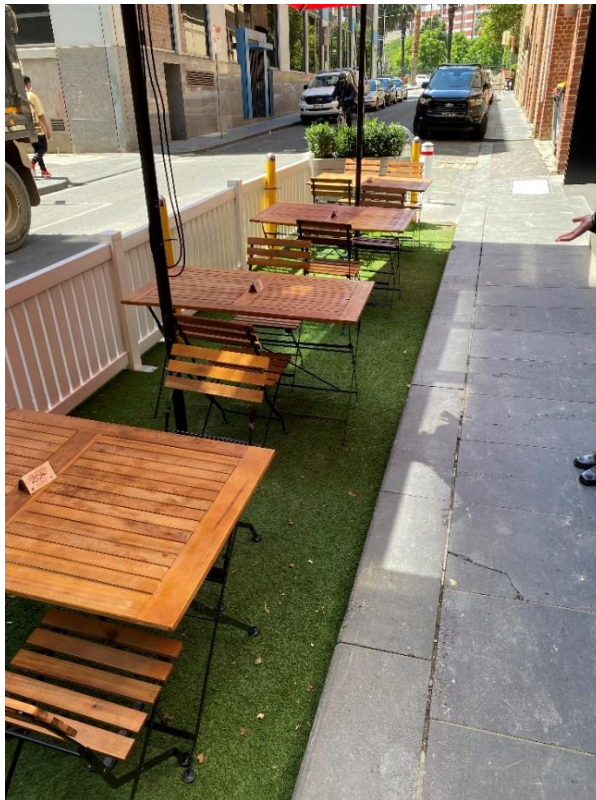


Figure 1 Example from Melbourne Temporary Outdoor Dining Space (Photo @streetmaker)



- b. Implementation within 5 weeks;
- c. State Growth to fund clear space outside business occupying up to two parking spaces;
- d. Businesses are to furnish the space themselves including a minimum of 30% temporary landscaping (potted plants/trees);

3 Pre-Construction Place Experience (PX)

Prior to the installation the State Growth commissioned a standard PX report to establish what people using Elizabeth Street think about its current configuration. The PX report is attached as Appendix A.

In summary the “before” PX score is 71/100. 25 to 44 year old respondents rated it the highest (74) and females rated it slightly higher (72) than males (70). People care about this place but are not particularly likely to recommend it to other people.

The 5 criteria and their scores for Elizabeth Street are shown below in Table 1.

Table 1: Summary of PX Scores 2020

Characteristic	Definition	Score (/20)
Look and Function	The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation	13
Sense of Welcome	Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests	15
Things to Do	Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend	14
Uniqueness	Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place	15
Care	How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment	14

The most underrated attributes were all in the look and feel bracket. People gave the lowest scores for vegetation, street furniture and quality of public space. Hence changing the look and feel of Elizabeth Street to allow more people to gather outdoors supporting local business will in all probability improve the overall appeal of the street to the broader community.

4 Design and Installation

City of Hobart, given the above conditions, were enabled by the Deed of Grant from State Growth to proceed to design and implement the temporary spaces in Elizabeth Street. The Council refined the design and opted to install temporary installations outside “Rude Boy”, “Grinners”, “The Stag” and “Island Espresso” by agreement with those traders.

Council had autonomy on the design and made several design changes during the installation process such that the temporary outdoor dining parklet became quasi permanent as shown in the construction photos and final outcome below, Figures 2a to 2d.



Figure 2a Parklet Installation (photo @midtownhobart)



Figure 2b Parklet Installation (photo @midtownhobart)



Figure 2c Parklet Installation (photo @midtownhobart)



Figure 2d Parklet Installation (photo @midtownhobart)

This more permanent style implementation had obvious budget and timing implications. It might be hard to quantify, this more permanent level of installation may have made patrons feel more comfortable and also made business owners more encouraging of the use. It may also however start to cause problems later on when or if the installations become permanent street design changes.

The installation isn't perfect, but its temporary. Their design is more like public seating than hospitality seating and the slope of the tables is different than the slope of the seating. However that is what trials are for, and this can be addressed in future trials, and of course in the final design if the project proceeds.



5 Operations

Anecdotally this is a very successful temporary installation and does exactly what State Growth intend. That is, it gave slowly re-opening businesses the necessary additional floor space to make up for the indoor patron limits imposed as a result of the COVID-19 restrictions. Figures 3a to 3c are indicative of how well the installations are being used.



Figure 3a Trial Installations in Operation (photo @midtownhobart)



Figure 3b Trial Installations in Operation



Figure 3c Trial Installations in Operation (photo @midtownhobart)

6 PX Comparison

The PX ‘before and after’ comparison report is attached as Appendix B. The PX score went up by a remarkable 7 points (71-78). The biggest jump was in older people (45 – 65, and 65+) rating their experience higher by 10 points. Also, the net promoter score (how likely are you to recommend this place to somebody else) went from -7 to +10.

The biggest improvements were in the obvious direct investments. People had better street experiences with vegetation, street furniture and the perceived quality of the public space. There are other ripple effect benefits though, such as people feeling more comfortable, a perception of there being more shelter, and ironically, people perceived car access and parking to be better.

Comparing the 5 place dimensions from before the trial, Table 2 shows that the investment, as predicted, made a marked difference to the way people experience Elizabeth Street.

Table 2: Summary of PX Scores 2022

Characteristic	Definition	Score 2020	Score 2022
Look and Function	The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation	13	16
Sense of Welcome	Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests	15	16
Things to Do	Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend	14	15
Uniqueness	Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place	15	15
Care	How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment	14	16



7 Outputs

This trial intervention to provide newly re-opening hospitality businesses some additional floor space has obviously been a success. Anecdotally the spaces are being used, the traders using the spaces are happy and the street users have indicated they enjoy the street a lot more. This is supported by a remarkable increase in the PX value representing how much people like being in the street and how likely they are to tell other people to go there.

So the question is, now that the COVID-19 person density limits no longer apply, should the trial:

- a. Be stopped – having done its job, conditions can return to normal;
- b. Adopt the data and use it as an aid for Council to develop a better permanent future for Elizabeth Street;
- c. Main the trial in its quasi-permanent state.

There are valid reasons for choosing each of these options. Another option might have been to keep the temporary installation over the summer months only. This can be a valid treatment in severe weather climates. However, Tasmania has a relatively mild winter, and people are using the space over winter. Additionally, the quasi-permanent nature of the installation would stretch the social license that the project has with the community if the current facilities had to be dug out.

7.1 Option a – Stop the trial

This would be a valid position for State Growth to take. Hospitality trading conditions are back to normal. No masks inside, no person density restrictions. The reason for the installations was to compensate for these conditions. Now that they have normalized, there is no need for the installations.

7.2 Option b – Make the trial permanent

Council has had long term plans for Elizabeth Street since 2016. The data from this trial could well be beneficial in assisting their permanent design. The data clearly demonstrates as most studies do in all climates and all countries, that the less parking provided in the street promotes walking and spending and attracts people to the street in general. The risk is Council can't redevelop immediately the community is stuck with a temporary facility that will have to outlive its design life (6 months). The street plants and planter boxes are OK but the seating furniture is no longer fit for purpose and traders have been getting complaints.

7.3 Option c – Extend the trial

As discussed above there are practical, but solvable, issues with extending the trial. It does however provide opportunities as well. The data clearly indicates what needs to be done. The long-term success of the street clearly depends on more seating, more shelter and more vegetation. Extending the trial would enable Council, in conjunction with State Growth to trial additional installations and demonstrate this again.

7.4 Community Engagement

This local community made a very clear statement back in 2016 that it wanted a more walkable and active precinct. They have finally had a chance to experience this. The community has spoken with their feet, the traders are urgently wanting a permanent treatment so they can have some certainty about investing their own money. Vice versa, if there are in fact businesses who would not thrive in



a vital active pedestrian friendly environment, they should also have a chance to weigh up their options with certainty.

What would hurt the precinct more than anything else is another round of consultation driven by car parking and traffic data where the same issues get discussed again over and over, and a potentially good outcomes get further diluted. There is absolutely no doubt exactly what needs to be delivered.

7.5 Recommendation

The format of the current trial has delivered a vibrant active midtown strip. People prefer it distinctly over and above the pre-trial street format. Council should start detailed design straight away. The scheme has been popularised with the community it has been trialed in situ. It just needs to be built. It does however need to be built straight away. Any delay will destroy the good will that has been build up since the implementation of the trial.

If the funding can't be accessed immediately then the trial should be extended. Complete Streets recommends that in addition to the existing elements:

1. The seating be either repaired, or removed from the existing installations. Most businesses have expressed a preference to install their own furniture;
2. That mobile mature planting be installed, if necessary, at the expense of kerbside parking;
3. That the consultation progress to the 'inform' stage having been in the co-design phase since 2016 without delivering a result;
4. Continue with the detailed design.

7.5.1 Actions

- 1) Commence detailed design and construction immediately; or if funding is not immediately available;
- 2) Extend the trial introducing the elements described above.



Appendix A

PX Report

2020

pxassessment
street

ELIZABETH STREET, HOBART, TAS

(BTW BRISBANE ST AND MELVILLE ST)

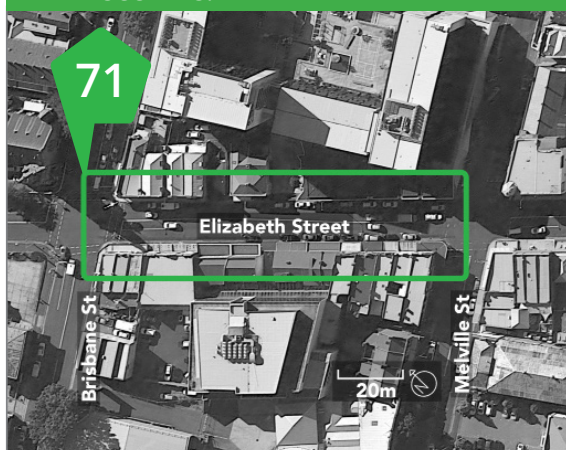


Elizabeth Street is a four-lane street with relatively narrow footpaths in Hobart. The street is mainly boarded by one-to-two stories commercial shop frontage and up to 13 stories of housing set back from the street. Businesses include cafes, eateries, maintenance and repair services (bike and shoe shops), health services, gift shops and a barber. The street also features a public space and art installation near UTAS Hobart Apartment.

KEY FINDINGS:

- 46 people completed an on-site assessment via face-to-face surveys on 28 October 2020
- Elizabeth Street (Btw Brisbane St and Melville St) received a PX Score of 71/100.
- The strongest rated attribute is 'Welcoming to all people'.
- The poorest rated attribute is 'Vegetation and natural elements (street trees, planting, water etc.)'.
- Men rate 'Ease of walking around (including crossing the street, moving between destinations)' 10.7% higher than women
- Women rate 'General condition of vegetation, street trees and other planting' 13.6% higher than men
- 25-44 yrs olds rate 'Vegetation and natural elements (street trees, planting, water etc.)' 30.2% higher than 45-64 yrs olds
- 65+ yrs olds rate 'General condition of vegetation, street trees and other planting' 29.6% higher than 45-64 yrs olds
- Visitors rate 'Ease of walking around (including crossing the street, moving between destinations)' 39.5% higher than Workers
- Workers rate 'Evidence of recent public investment (new planting, paving, street furniture etc.)' 31.4% higher than Visitors

THE PX SCORE IS:

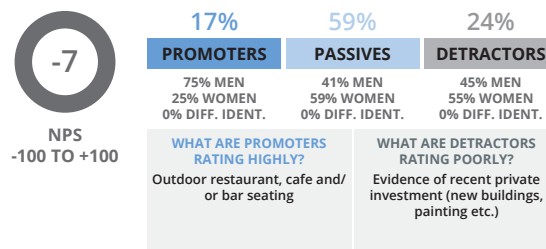


How does this compare with other similar places?

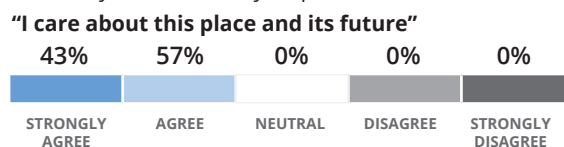


NET PROMOTER SCORE (NPS)³

How likely are your community to recommend this place?



How did your community respond to the statement...

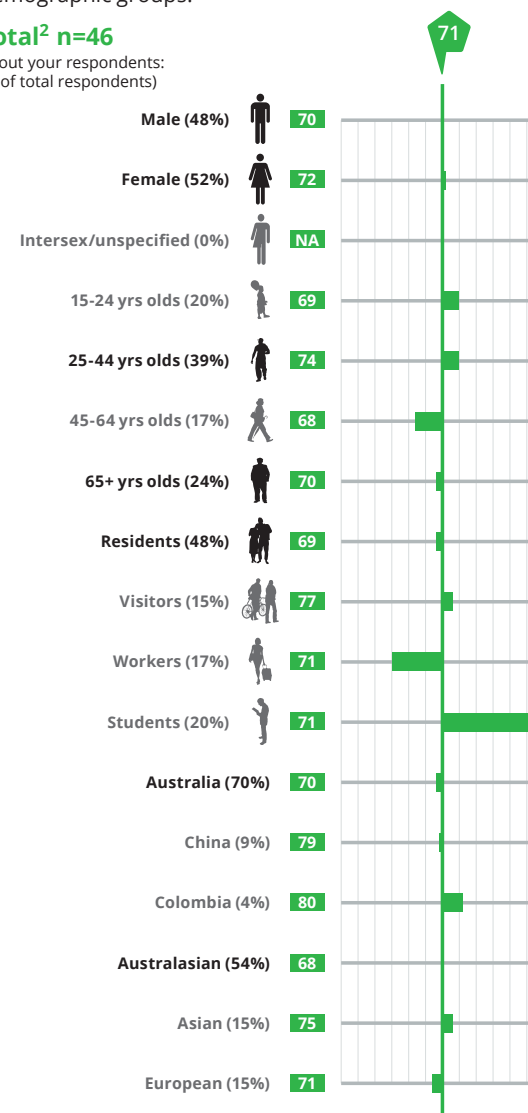


COMMUNITY GROUP PX SCORES

Groups within your community may perceive place experience differently to one another. The following infographic provides you with the PX Scores for different demographic groups:

Total² n=46

About your respondents:
(% of total respondents)



¹ Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A".
² This report only includes 100% completed surveys, respondents could select more than one identity e.g. worker and student. Groups with <10 respondents are highlighted grey or in italics to indicate a small dataset and results are indicative only.

³ NPS (Net Promoter Score) is a standard tool for measuring respondent loyalty to a brand or entity.

2020

PXassessment
street

ELIZABETH STREET, HOBART, TAS

(BTW BRISBANE ST AND MELVILLE ST)



THE FIVE DIMENSIONS OF GREAT PLACES

The Place Score™ attributes have been defined as a result of extensive investigation of community, academic and commercial research to identify the factors that contribute to place experience under 5 key place dimensions. The strongest and poorest attributes, and their contribution to the overall PX Score are noted under the respective place dimension.



LOOK & FUNCTION

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

13 /20

STRONGEST PERFORMING (SCORE/10)

Ease of walking around (including crossing the street, moving between destinations)	7.2
Overall look and visual character of the area	6.9
Buildings and shop fronts	6.9



SENSE OF WELCOME

Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests

15 /20

Welcoming to all people	8.3
Service businesses (post offices, libraries, banks etc.)	7.9
Grocery and fresh food businesses	7.7



THINGS TO DO

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

14 /20

Interesting things to look at (people, shops, views etc.)	7.9
Walking paths that connect to other places	7.8
Outdoor restaurant, cafe and/or bar seating	7.7



UNIQUENESS

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

15 /20

Unique mix or diversity of people in the area	8
Local history, heritage buildings or features	7.8
A cluster of similar businesses (food, cultural traders, fashion etc.)	7.8



CARE

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

14 /20

Interaction with locals/ other people in the area (smiles, customer service etc.)	7.9
Cleanliness of public space	7.7
Maintenance of public spaces and street furniture	7.6

HOW DOES PX SCORE WORK?

PX Score provides you with a number between 0 and 100 that measures your community's experience of their place. It allows you to identify the place attributes that are contributing positively and negatively to place experience; providing you with an important tool for prioritising investment. Participants were asked to complete face to face surveys rating 50 place attributes in terms of the contribution to their personal experience.

POOREST PERFORMING (SCORE/10)

Vegetation and natural elements (street trees, planting, water etc.)	5.7
Street furniture (including benches, bins, lights etc.)	5.8
Quality of public space (footpaths and public spaces)	6

Car accessibility and parking	6.8
Amenities and facilities (toilets, water bubblers, parents rooms etc.)	7.1
Walking, cycling or public transport options	7.3

Spaces suitable for specific activities (play, entertainment, exercise etc.)	6.6
Free and comfortable group seating	6.6
Free and comfortable places to sit alone	6.7

One of a kind, quirky or unique features	6.6
Landmarks, special features or meeting places	7
Elements of the natural environment (views, vegetation, topography, water etc.)	7

Evidence of recent public investment (new planting, paving, street furniture etc.)	6.1
General condition of vegetation, street trees and other planting	6.1
Evidence of recent private investment (new buildings, painting etc.)	6.5



Appendix B

PX Comparison Report



AFTER INVESTMENT 2022
STREET PX² COMPARISON REPORT

**ELIZABETH STREET,
HOBART, TASMANIA**

COMPLETE STREETS
(ON BEHALF OF STATE GROWTH)
V1.0 28 JULY 2022

MEASURING PLACE PERFORMANCE

This Street PX (Place Experience) Comparison Report details the changes in place performance of Elizabeth Street, Hobart between October 2020 and July 2022. This data tracks changes in community and customer perceptions, captures the social impact of investment in the area, and can be used for reporting, stakeholder feedback or grant acquittals.

ABOUT THE STUDY

On Friday, 22 July 2022, Place Score conducted a PX Assessment at Elizabeth Street (btw Brisbane Street and Melville Street), Hobart using face-to-face surveying. 40 users of the street completed a place experience observation study inviting them to rate their experience of 50 Place Attributes. This report summarises the findings from this research compared to data collected in a previous study in 2020.

BEFORE INVESTMENT 2020

The PX Assessment conducted on Wednesday, 28 October 2020 captured baseline data. 46 people participated in that study and gave Elizabeth Street a PX Score of 71/100.

HOW TO USE THIS REPORT

This report reflects the changes in place performance as experienced by users of the street. Data regarding place experience, mode of travel, place attachment, and Net Promoter Score can be linked to project objectives and investments made, to understand the social impact of change on your community and customers of your street. The data can also be used to plan for further streetscape improvements or programs for the area.

THE METHODOLOGY

Place Score's proprietary and university peer-reviewed methodology provides rigorous, comparable and trackable place data for evidence-based decision making and impact measurement.

Over 200 streets across Australia have been assessed using our unique engagement tool that invites locals to undertake an observation study of their area. As of July 2022, the average national Street PX Score is 66/100.

Each participant rates the performance of 50 universally valued Place Attributes. Attributes with a score of 7 or above are considered to be performing well. Attributes with scores between 6 and 7 show room for improvement, while those under 6 are negatively affecting place experience.

The attribute scores combine to result in a PX Score between 1 and 100. The PX Score captures the quality of your street's place experience.

DATA COLLECTION

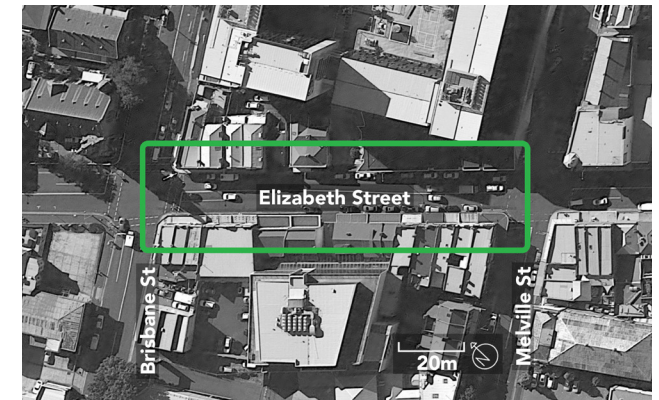
Data is collected directly from the users or customers of your street using face-to-face surveying and/or on-site QR signage. Academic guidelines suggest 15-30 respondents is an appropriate sample for an observation study. Responses are not collected from people under the age of 15.

A glossary of Place Score and place measurement terminology can be found on page 8 of this report.



COMPARISON DATA

This report compares data collected on-site in October 2020 and July 2022. Place experience performance may have been impacted by investments made between these dates.



OCT 2020¹



JUL 2022

(BTW BRISBANE STREET AND MELVILLE STREET)

JUL 2022

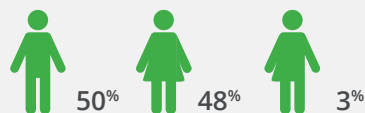
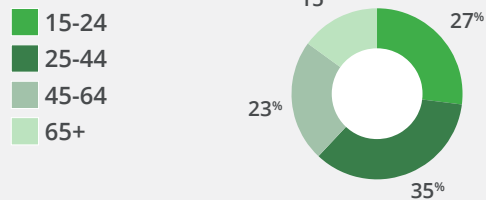
JUL 2022 n=40

WHO DID THIS ASSESSMENT?

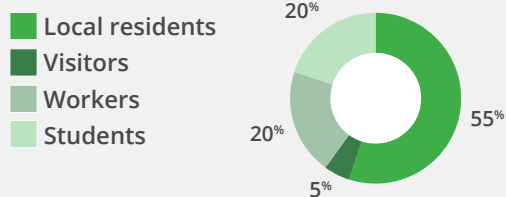
RESPONDENT DEMOGRAPHICS

This section provides a summary of who completed a Street PX Assessment. Our objective was to ensure a representative sample of the users of your mainstreet. Data was not collected from people aged under 15.

GENDER

**AGE**

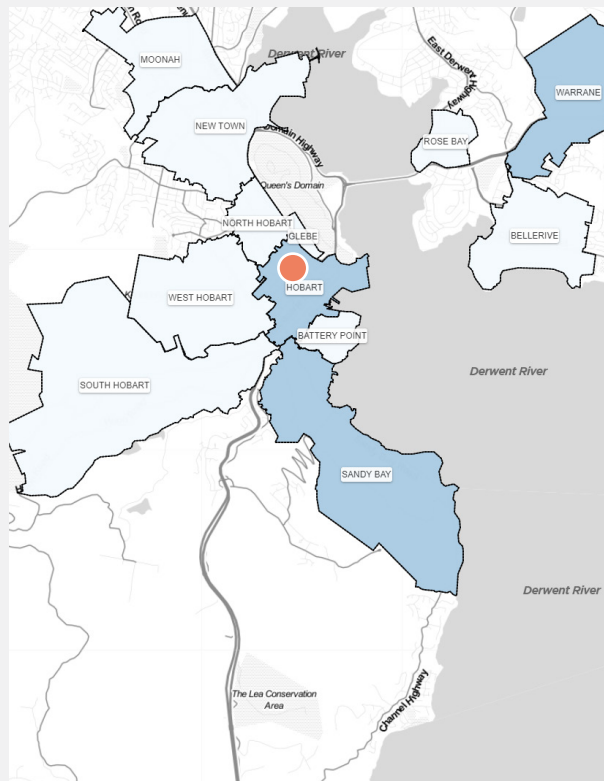
ASSOCIATION



WHERE DID THEY COME FROM?

RESPONDENT CATCHMENT

This map illustrates the suburbs of residence of most of the survey respondents. Outlying suburbs of residence may be excluded from this map.



1-5 5-10 11-15 16+ Elizabeth St

HOW DO THEY GET HERE?

MODE OF TRAVEL

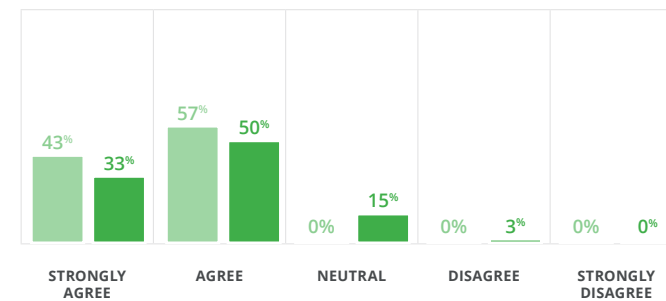
This chart shows how respondents travelled to your place in July 2022. Respondents could select one or more modes of transport. Please note: this data was not collecting in 2020.

Car	50%
Walking	50%
Bus	35%
Taxi / Uber	8%

HOW DO THEY FEEL ABOUT THIS PLACE?

PLACE ATTACHMENT

This chart compares how respondents answered the question "To what extent do you agree with the statement: *I care about this place and its future*" in October 2020 and July 2022.



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(BTW BRISBANE STREET AND MELVILLE STREET)

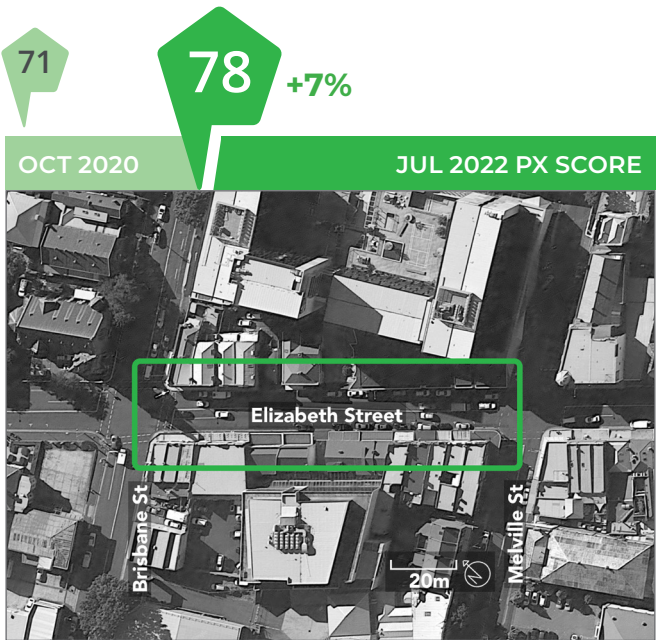
OCT 2020

JUL 2022

Between 2020 and 2022, there have been upgrades of the streetscape on the assessed section of Elizabeth Street. The streetscape upgrades included expanded outdoor dining (parklets), which includes additional seating, planter boxes and new bike racks. This investment has improved the overall street performance, including the increase in PX score to 78/100, and a 17 point increase in the NPS. There has also been an increase in the score of almost all Place Attributes.

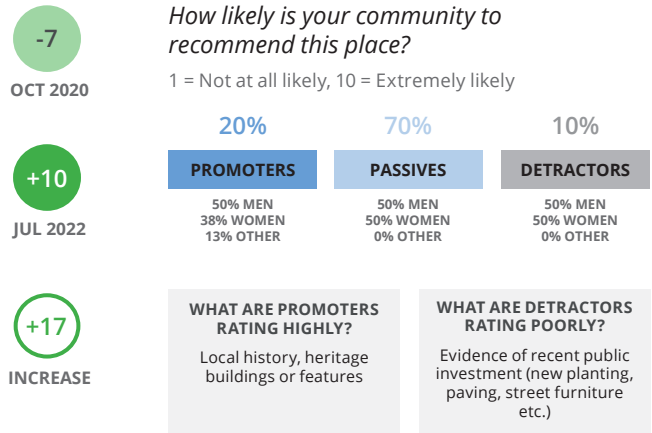
KEY FINDINGS

- The most significant Place Attribute increases are for 'Vegetation and natural elements' (5.7 to 7.7, +20%), and 'Street furniture' (5.8 to 7.7, +19%).
- The most significant Place Attribute decreases are for 'Diversity of price points' (7.6 to 6.9, -7%), and 'Unique mix or diversity of people in the area' (8 to 7.4, -6%).
- Place Performance improved most for '15-24 year olds' (PX 69 to PX 78, +8%).
- Place Performance increased for all demographic groups where the sample size was sufficient.
- Your NPS changed from -7 to 10; an increase of 17.



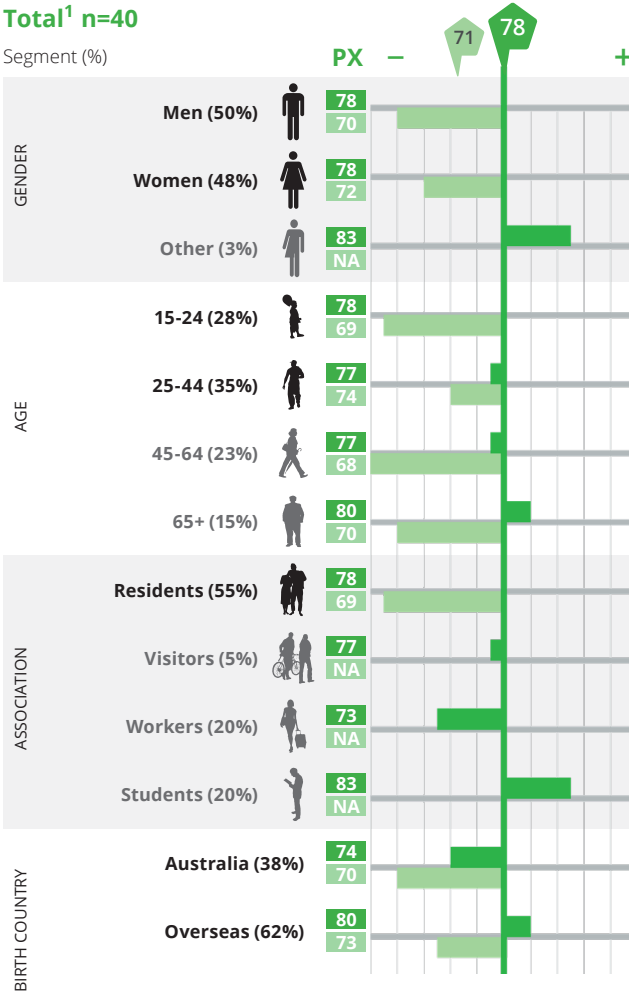
NPS (NET PROMOTER SCORE)

NPS is a standard tool for measuring respondent loyalty to a brand or entity.



HOW DO DIFFERENT USERS RATE YOUR PLACE?

Groups within your community perceive place differently from one another. This chart compares the PX Scores for different demographic segments between October 2020 and July 2022.



ELIZABETH STREET, HOBART, TASMANIA

(BTW BRISBANE STREET AND MELVILLE STREET)

OCT 2020

JUL 2022

Your PX Score includes the assessment of 50 Place Attributes categorised under five Place Dimensions. Each Place Attribute has an individual score between 0 and 10, and each Place Dimension a score between 0 and 20. The three top and bottom attributes from October 2020 are compared with the scores from July 2022.

WHAT'S A GOOD SCORE?

7 or more	Performing well
6 to 7	Room for improvement
Under 6	Negatively impacting place experience

THE FIVE PLACE DIMENSIONS



LOOK & FUNCTION

16 /20

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

13 /20



SENSE OF WELCOME

16 /20

Whether the place is inviting to a range of people regardless of age, income, gender, ethnicity or interests

15 /20



THINGS TO DO

15 /20

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

14 /20



UNIQUENESS

15 /20

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

15 /20



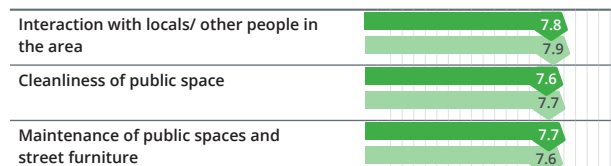
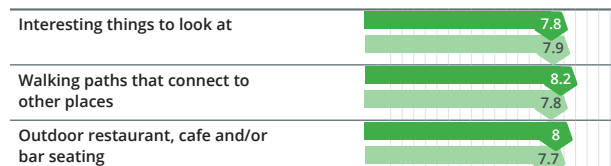
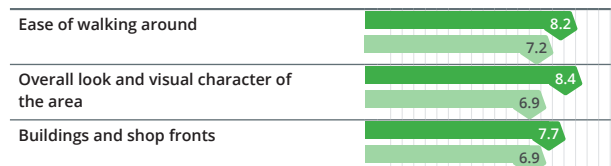
CARE

16 /20

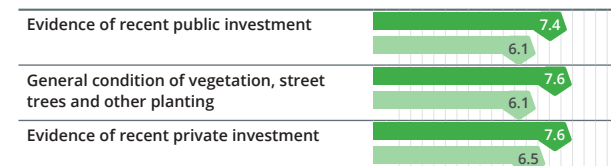
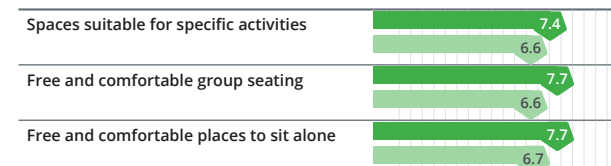
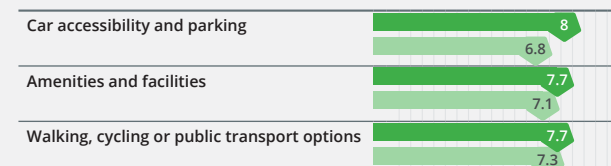
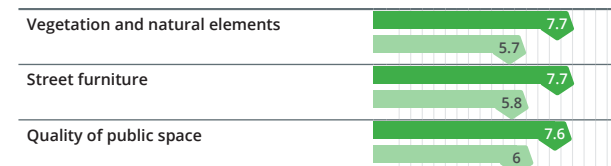
How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

14 /20

TOP PERFORMING ATTRIBUTES / 10



BOTTOM PERFORMING ATTRIBUTES / 10



ELIZABETH STREET, HOBART, TASMANIA

(BTW BRISBANE STREET AND MELVILLE STREET)

The development in Elizabeth Street has had an impact beyond the targeted attributes. The greatest secondary impact of Council's investment relate to how green, convenient comfortable and inviting and the street has become.

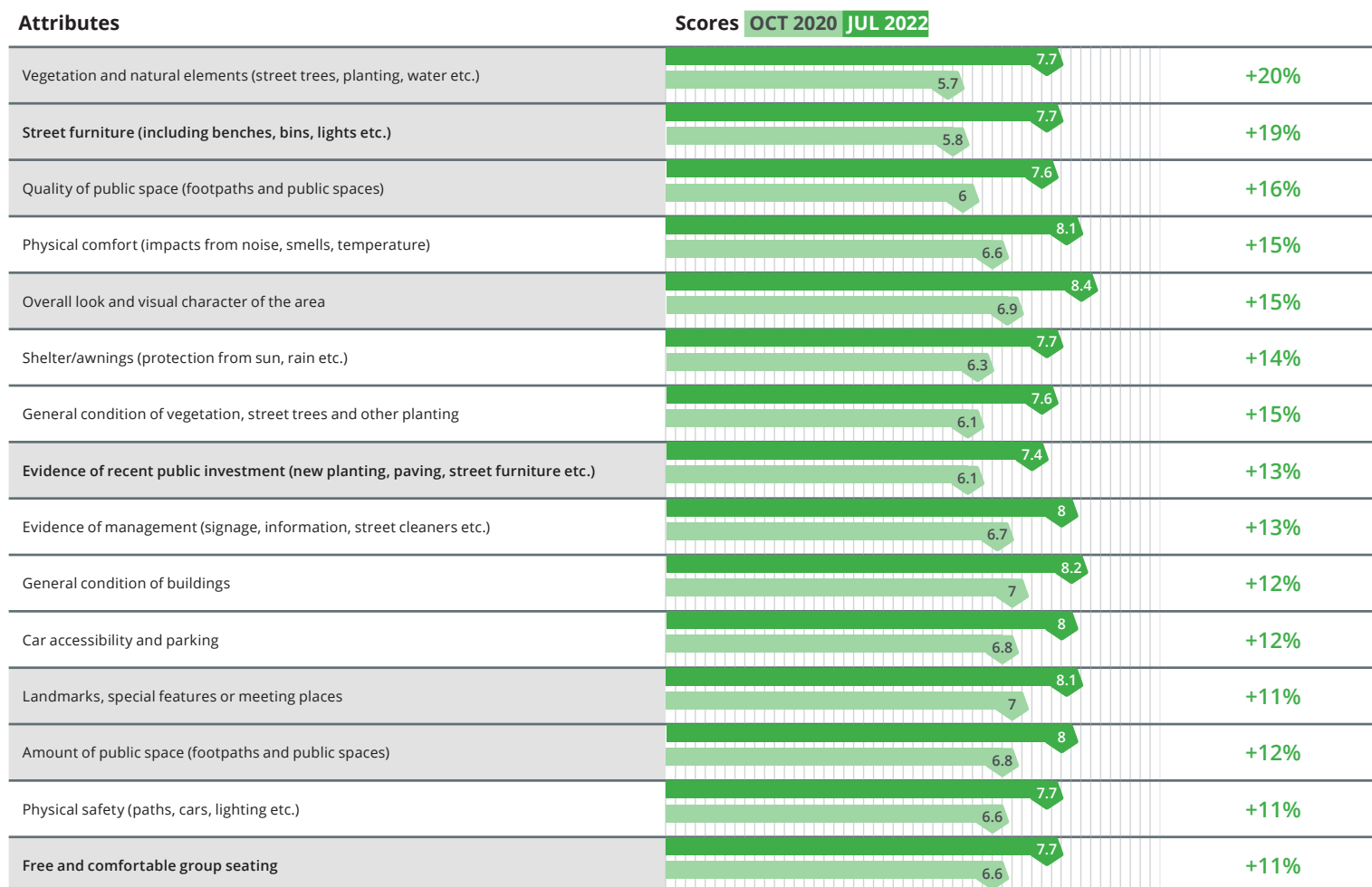
The following table compares the performance of attributes that have seen the biggest change in score since October 2020.

Grey attributes were directly targeted by recent investment. The remaining top movers and shakers can help you identify the ripple effect your investment had on different aspects of your main street.

LEGEND

Attribute directly targeted by recent investment.

TOP 15 MOVERS AND SHAKERS



ABOUT PLACE SCORE

Place Score is a groundbreaking place data company providing diagnostic, engagement, planning, benchmarking and tracking insights direct from local communities. Our purpose is to make places better for people by providing the evidence-base that helps us understand local values and current place experience in order to build a clear case for planning and investment.

HUMAN-CENTRIC PLACE DATA

Place Score's proprietary tools and reports use data collected directly from the users of your places.

There is no web scraping or social media - just the next innovation in community engagement that turns opinions into an evidence-base for decision making and performance tracking.

We facilitate community surveys and place assessments to deliver independent and rigorous results that decision makers can trust to guide investment decisions and track changes over time.

Some of the benefits of using Place Score data are to:

- Inform multiple strategies - community, transport, land use, and more
- Focus future engagement planning, and community panels
- Support grant applications, and grant acquittal
- Fulfill mandatory reporting requirements
- Provide independent measures of success

To learn more about how place data can help inform your projects, reduce stakeholder conflict and align your organisation please visit our website or give us a call.

placescore.org

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OUR PRODUCTS

LIVEABLE NEIGHBOURHOODS

Place Score's nationally consistent Liveability tools engage your community to deliver rigorous, independent and repeatable data via a fully interactive, online Liveability Platform. Products and services include:

- LGA Liveability Census
- Online Liveability Platform
- Strategic plan review and reporting metrics

SUCCESSFUL MAINSTREETS

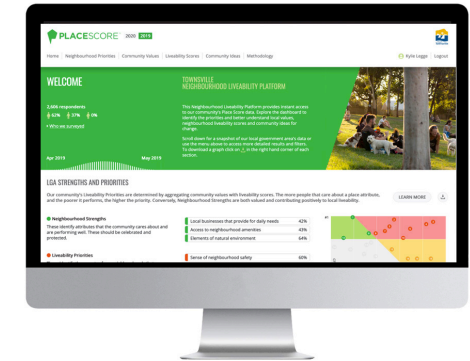
Mainstreets depend on their customers to not only survive but to thrive. Place Score gets to know your customers so you can prioritise investment that attracts more people and encourages them to stay longer and spend more. Products and services include:

- PX Assessment (before and after)
- Impact Maximiser (including placemaking recommendations)
- Impact Tracker (linked investment impact metrics)

LOVEABLE PARKS

The Park Score tool assesses the amenity and experience offered by your open space, and can track change over time before and after improvements are made. Products and services include:

- Park Score (before and after)
- Community vision and directions workshop



GLOSSARY

Place measurement and place data are relatively new to the urban planning industry. This glossary aims to share some common terms as well as those developed specifically by Place Score to define our proprietary methodology and deliverables.

ASSOCIATION

The relationship of a respondent to your place. Typically 'Resident', 'Visitor', 'Worker', and 'Student'. Respondents may select more than one association.

CARE FACTOR (CF)

Place Score's CF data gives you a measure of value. It tells you what is most valuable to your community.

Respondents are asked, "Which Place Attributes are most important to you in your ideal neighbourhood or street environment?" under each Place Dimension. Respondents select their three most important attributes from each of the Place Dimensions.

Once all responses have been collected, CF is expressed as a percentage indicating the proportion of respondents who selected that Place Attribute.

CONFIDENCE LEVEL

The statistical accuracy of a particular result is expressed as a percentage with a margin of error. For example, a confidence level of 90% \pm 2% means that if we were to repeat the assessment, 90% of the results would fall between -2% and +2% of the stated result.

IDENTITY

Female, male, non-binary or other gender identity. We report these as 'Female', 'Male' and 'Other'. Respondents are allowed to select only one of the options.

LIVEABILITY

An assessment of what a place is like to live in.

n

The sample size. The number of valid responses in a data collection exercise. Place Score considers only 100% complete surveys as valid responses.

Larger sample sizes yield higher levels of confidence.

NET PROMOTER SCORE (NPS)

Net Promoter Score is an internationally recognised tool for measuring respondent loyalty to a brand or entity.

Respondents are asked, "How likely is it that you would recommend this place to a friend or colleague?" on a scale of 0 to 10, where 0 is 'Not at all likely' and 10 is 'Extremely Likely'.

The NPS is a number between -100 and +100. It is obtained by subtracting the percentage of 'Detractors' (rating 0 to 6 out of 10) from the percentage of 'Promoters' (rating 9 or 10 out of 10).

PLACE ATTACHMENT

The respondents are asked to select one of the following — 'Strongly agree', 'Agree', 'Neutral', 'Disagree', 'Strongly disagree' — for the statement "I care about this place and its future". This helps determine whether people feel connected to the place, and are they more or less likely to invest in its future.

PLACE ATTRIBUTE

Place Score's Place Attributes are the result of an extensive investigation of community, academic and commercial research to identify the 50 factors that are universally valued by Australians.

A Place Attribute can be social, economic, cultural or physical. We use 50 attributes in neighbourhood and street environments, and 25 in park environments. Place Attributes are grouped into five Place Dimensions.

PLACE ATTRIBUTE SCORE

Each of the 50 Place Attributes is assigned a score between 0 and 10 reflecting the mean of the ratings from all respondents for that attribute in that place.

PLACE DIMENSION

Place Attributes are categorised into five Place Dimensions. Each Place Dimension covers ten related Place Attributes.

The five Place Dimensions are 'Look and Function', 'Sense of Welcome', 'Things to Do', 'Uniqueness', and 'Care'.

A Place Dimension score is a whole number between 0 and 20 representing the sum of its constituent Place Attribute scores.

PLACE EXPERIENCE (PX) SCORE

Place Score's PX Score gives a mainstreet or a neighbourhood its place rating. The whole number between 0 and 100 is nationally consistent and enables you to track place experience over time and to compare one place with another.



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