

Capturing Visitor Patterns for Golden Gate Park

San Francisco Recreation and Parks spent years trying to find a solution to count park visitors through numerous unsanctioned entrances to one of the nation's largest urban parks. With StreetLight's help, they got counts, trip origins, demographics, and more.

EXECUTIVE SUMMARY

- *On a short deadline, park officials needed attendance data to advocate for resources.*
- *Partnering with StreetLight experts saved time and clarified analysis results.*
- *Data drove effective communication with leadership and constituents.*

Mission: Collect Comprehensive Visitor Metrics

Leadership at the Golden Gate Park needed attendance metrics to inform policy decisions and capital project investments, to measure the “before and after” impact of park renovation projects, to advocate for resources to meet demand, and to effectively adjust operations.

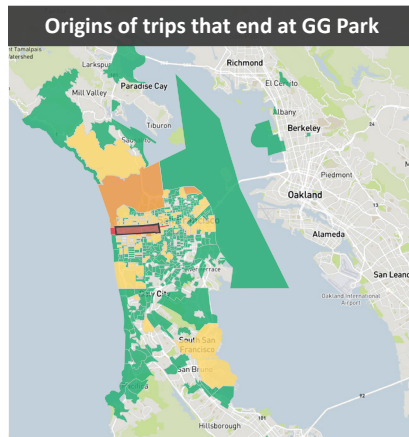
Like many parks and nature preserves, the Golden Gate park has a “porous boundary” with countless unofficial entrances. Setting up counters or taking surveys couldn't be certain to capture all visitors.

Instead, the Park team wanted to use StreetLight's on-demand platform to study the available park data. But the limited staff was busy running park operations, with little time to take on a data analytics project. And without a transportation data analyst on staff, Park officials wanted guidance on structuring the analysis and interpreting the results.

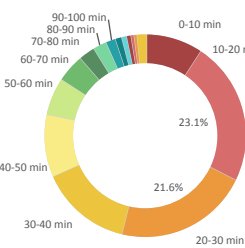
“StreetLight's experts performed our visitor count analysis in a fast, efficient manner and partnered with us to ensure we could calibrate their results against our internal metrics.”

TAYLOR EMERSON
San Francisco Recreation
and Parks Department

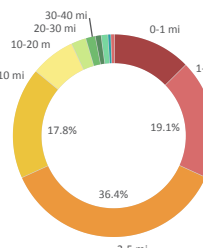




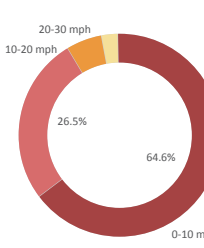
Traffic by Trip Duration



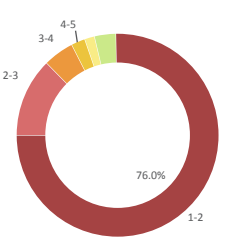
Traffic by Trip Length



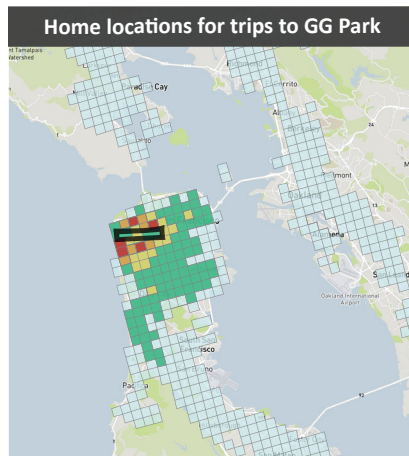
Traffic by Trip Speed



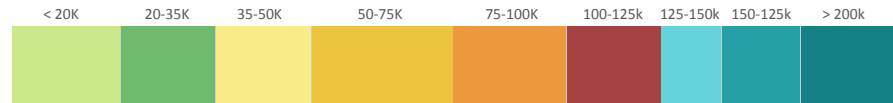
Traffic by Trip Circuitry



StreetLight provided trip attributes for park visitors, including trip length, duration, and speed.



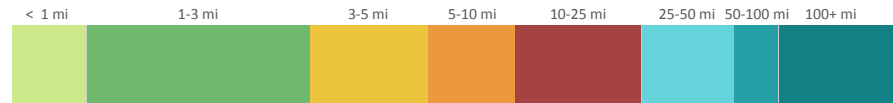
Household Income



Family Status



Home Distance



Park visitorship reflects an equitable distribution of income levels, revealed by the demographic analysis.

Analysis: Partner with StreetLight for Engineering Expertise

StreetLight's Application Support Team added the guidance and analytics expertise that the Park needed. StreetLight's experts shaped and refined the analysis definition and scope.

First, StreetLight set up the zones for the relevant study areas: all of Golden Gate Park, the Academy of Sciences, the DeYoung Museum and the Botanical Gardens.

Then, StreetLight's engineers ran an analysis capturing park visitor demographics for each month of a 12-month period to identify seasonal and event-specific variations.

StreetLight also calibrated the data for estimated visitor counts from special events, museums, and special attractions.

Results: Fact-Based Understanding of Visitor Patterns

In the final report, StreetLight's ASP team provided methodology, data, analysis, and a report detailing trip information findings.

By tasking StreetLight's team with this technical and time-critical analysis, park leaders got the data they needed quickly despite not having mobility experts on staff. Without a learning curve to overcome, StreetLight's internal team was able to work quickly to design the analysis and interpret the results, providing an easy-to-understand report.

Park planners used the report's comprehensive metrics to communicate with both leadership and constituents more effectively.