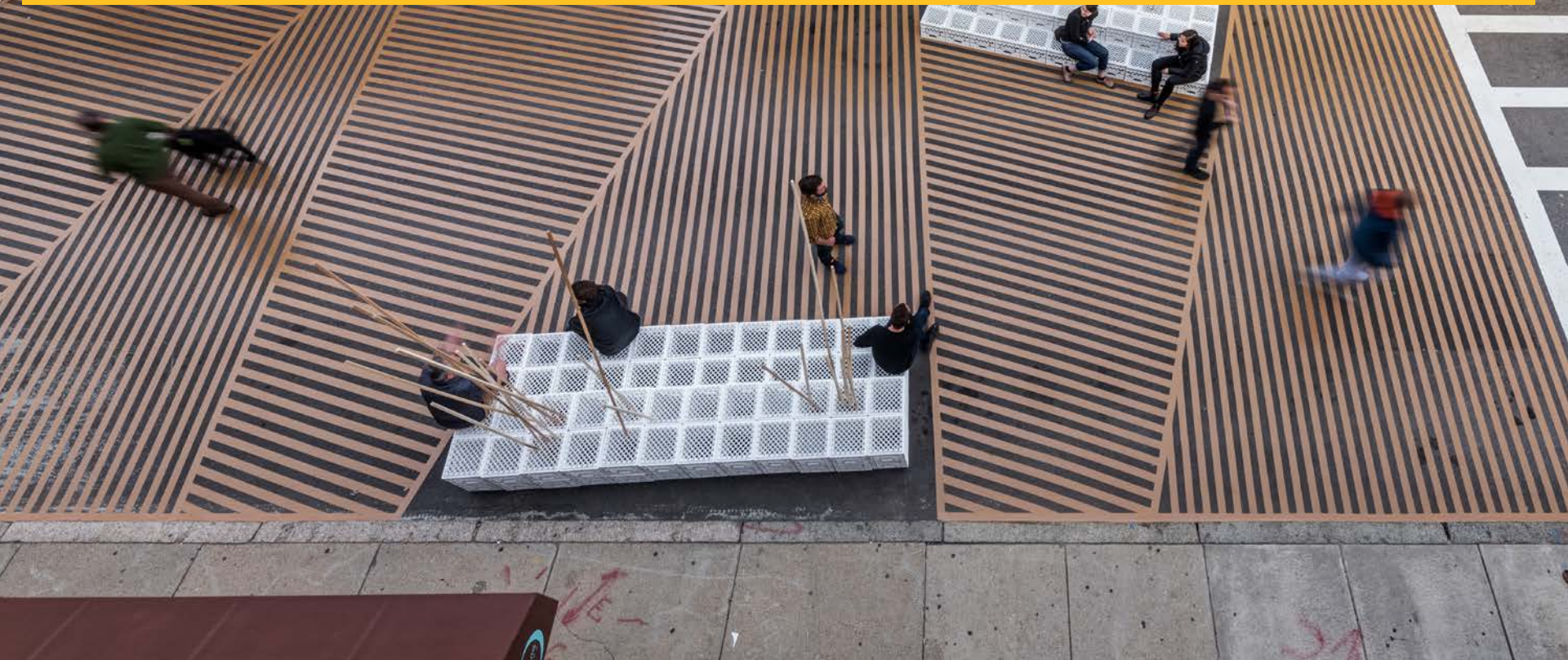


BIRCH STREET PLAZA: ROSLINDALE VILLAGE







Birch Street

Salera

YOGA

YOGA

657 LF2

DIST



Birch Street

DIST



Birch Street



DIST





BirdsEye Pop-Up Plaza Survey

What do you like best about?

- Day
- Night
- Food
- People
- Music
- Location
- Other

What do you like least about?

- Day
- Night
- Food
- People
- Music
- Location
- Other

How often do you come to Birch Village?

- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- Other

How often do you visit Birch Village?

- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- Other

What are your suggestions for making this plaza better?

Other information:

Name: _____
 Age: _____
 Gender: _____
 Occupation: _____

People Walking

Project Name: Birch St Plaza
 Date of Day or Week: Thursday May 24
 Survey Method: Area Count

Timing: 10 minutes every hour each walk each hour

Measure & plot survey results into a graph on the opposite side. The survey schedule and location is shown on p. 36.
WARNING: This is a public counter. Do not allow anyone other than the surveyor to use it for any other purpose.

For each pedestrian (walking, pushing, pulling, strolling, etc.)
 Record their direction, mode, and the time of day.

360° = 360°
 180° = 180°
 90° = 90°
 0° = 0°

What do they like about the pop-up plaza?
 - Great for walking
 - Fun for kids
 - People walking

What do you think about the pop-up plaza?
 - Great for walking
 - Fun for kids
 - People walking

How often you find that about the pop-up installation?
 - Always
 - Often
 - Sometimes
 - Never

Anything else you want to mention?
 - I like just walking by
 - I like the music
 - I like the people

Other information:
 Age: _____
 Gender: _____
 Occupation: _____

Birch St Plaza Feedback

Project Name: Birch St Plaza
 Date of Day or Week: Thursday May 24
 Survey Method: Area Count

Timing: 10 minutes every hour each walk each hour

Measure & plot survey results into a graph on the opposite side. The survey schedule and location is shown on p. 36.
WARNING: This is a public counter. Do not allow anyone other than the surveyor to use it for any other purpose.

For each pedestrian (walking, pushing, pulling, strolling, etc.)
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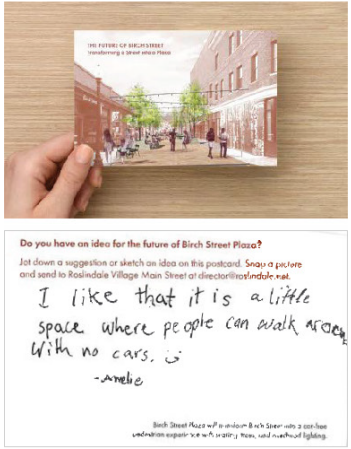
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 - Great for walking
 - Fun for kids
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How often you find that about the pop-up installation?
 - Always
 - Often
 - Sometimes
 - Never

Anything else you want to mention?
 - I like just walking by
 - I like the music
 - I like the people

Other information:
 Age: _____
 Gender: _____
 Occupation: _____



**242 Intercept
(in-person) surveys**

Observational surveys

Emailed feedback

**Feedback cards
(in-person and emailed)**



Birch St Project Team

ROLES	Organization
City Approvals	Boston Transportation and Public Works Departments
Lead Community Organization	Roslindale Village Main Streets (RVMS)
Local Business Support	Boston Cheese Cellar, Square Root, Centre Cuts
Landscape Architect	Merritt Chase
Project Management	A Better City (ABC)
Volunteers at Pop-Up	Walk-Up Roslindale
Legal / Memorandum of Understanding	City of Boston
Maintenance Agreement	City of Boston and Roslindale Village Main Streets (RVMS)



CITY of **BOSTON**



**ROSLINDALE VILLAGE
MAIN STREET**



Birch St Process (18 months)

Site Selection

- City of Boston met with RSMS and businesses
- August / September 2018

RFQ

- ABC put out RFQ to hire designer
- November 2018

Design Process

- Small Task Force reviewed design and designers met with business owners
- Pop-up (One-week)
- March - May 2019

City Approvals

- Contacted City staff and Utilities about project
- Submitted 75% Construction Drawings
- September 2019

Pre-Construction

- Finalized Construction drawing
- Created maintenance agreement
- Discuss project with City lawyers
- Fall 2019

Hire Contractor

- Put project out to bid
- Fall 2019

Construction

- Spring 2020

Celebrate

- Spring 2020

Birch St Budget

HARD COSTS	Cost	Donated / Borrowed	Funding Source
Materials – New - Pop-up <ul style="list-style-type: none"> 350 milk crates, duck tape, wooden sticks 	\$6,000		City of Boston
Materials – Borrowed - Pop-up <ul style="list-style-type: none"> 10 tables and 20 chairs 		\$1,500	RVMS and Sofia's Grotto
Tactical Plaza Installation <ul style="list-style-type: none"> Paint, planters, trees, perennials, soil, bistro seating, bike racks, trash cans, lights 	\$150,000		City of Boston
TOTAL	\$156,000	\$1,500	

SOFT COSTS	Cost	In-Kind	Funding Source
Programming at the pop-up	\$1,115		Department of Tourism State Earmark for Placemaking and Wayfinding
RVMS staff time		82 hours	Department of Tourism
Landscape Architects (Merritt Chase)	\$24,700		Barr Foundation Grant
Project Management (A Better City)	\$10,000		Barr Foundation Grant
Volunteer time at pop-up		40 hours	n/a
TOTAL	\$35,815	122 hours	