The Market Street Prototyping Festival is using community-led design to make Market Street a more vibrant and engaging destination for the people that live, work, and play along its path.
WHAT IS MSPF?

A 3-day festival by SF Planning and YBCA that showcased 35 installations built by designers, community groups, and students to rethink how public space could look and function.

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**Goals**

**CONNECT PEOPLE**
Create imaginative projects that create a vibrant public space and increase social connections.

**DEMOCRATIC DESIGN**
Design by and with the community.

**INSPIRE ACTION**
Inspire more decisions to be made in partnership with the public.
USING COMMUNITY-LED DESIGN TO CONNECT PEOPLE, COMMUNITIES, AND NEIGHBORHOODS.

MSPF is an example of the power of civic collaboration. It is supported by a diverse network of partners and collaborators.
130+ PROTOTYPE SUBMISSIONS FROM THE PUBLIC

35 PROTOTYPES

80 VOLUNTEERS

635 VOLUNTEER HOURS

5,956 VOTES FOR PEOPLE’S CHOICE AWARD

328 PROTOTYPE USER INTERVIEWS

33% MORE PEDESTRIANS COUNTED ON MARKET STREET
Prototypes explored new ways for people to discover, gather, play, connect, and educate.
Metro Moods on Market is an interactive mood board display that invites people to throw in a ball that represents their mood. It encourages strangers to share a common experience and make human connections.

Project Team
Paul Jamtgaard & Julia Grinkrug

“My most memorable moment was watching several people ‘throwing away their fears and sadness’, hearing some of their stories, and witnessing them as they see in the colorful cascade of balls that they are not alone.”

- Paul Jamtgaard, Prototyper
“The first time I saw it heading to work I immediately smiled and took interest and wanted to walk through it. It sparks playfulness and opportunity to engage.”

- Participant at Glimmer

See right
Who was at the Market Street Prototyping Festival and what did they think of it?

"...YES!"

"...tres 'rocky'"

"...Great! Makes the street interesting!"

"...Like bringing Burning Man to Market Street."

"...a stimulating multi-sensory awesome experience, that fosters connection & unity!"

"...Fun community communication and unity."

"...Mediocre & amusing"

"...Inspirational, uplifting, getting SF’s soul back."

"Cool"
HOW DO THESE PROTOTYPES MAKE YOU FEEL?

320+ prototype comments over 3 days.
Swallowtail was a multi-functional gathering space for services and performances. This community prototype was designed based on the insights and collective local expertise of the Central Market and Tenderloin community.

**PROJECT TEAM**
CENTRAL MARKET THINK TANK & ATELIER CHO THOMPSON

Swallowtail was a multi-functional gathering space for services and performances. This community prototype was designed based on the insights and collective local expertise of the Central Market and Tenderloin community.

“I think all public spaces should be think tanks like this one was. The most underrepresented communities in that area really do spend the most time and energy in that area. I think it’s really important to collaborate and get all of these different perspectives when we’re installing anything that is going to be that public and that usable.”

-Central Market Think Tank Member
Erase the Boundaries that Divide Us

“A man who I wouldn’t normally cross paths with, living off 6th and Market, came to engage with nature (lacking from his neighborhood) and to talk to others. He spoke about the significance of social interaction and nature in this ‘back to basics’ mentality that was really meaningful.”

- Prototyper of Pop-Up Forest

See below
ACCESSIBILITY

Through an iterative process with city agencies and stakeholders, prototypers created prototypes that were aesthetic and usable to the greatest extent possible by everyone, regardless of age, ability, or status in life.

**MAY 2016**
Prototypers receive ADA standards for Accessible Design at MSPF launch event.

**AUGUST 2016**
Prototypers provide Planning a preliminary status update on ADA compliance.

**Challenges**
In some cases, it was difficult for prototypes to meet ADA standards with the given budget and timeline because the standards were originally established for permanent projects.

**SEPTEMBER 2016**
ADA and prototypers work together to make prototypes accessible through a series of reviews and design interactions.

**New Features**
Designs are refined in many ways, such as placing interactive elements at various heights, ensuring wheelchair accessibility, and accommodating for multiple languages.

**Tactical Strip Map**
MSPF partnered with LightHouse for the Blind and Visually Impaired to produce a tactical strip map book containing a key, map, and text information about the Festival.

**OCTOBER 2016**
ADA inspection during the Festival.

All prototypes at the Festival were ADA compliant.
Rock Rock Around the Block was a reminder for people to relax and get back to a more playful state. As though the sidewalks were the city’s playground, strangers and friends met, cooperated, and enjoy a shared recess break.

“Two women who seemed like best buds hopped on Rock Rock. As I talked to them I learned that they had just met, they both work in the nearby area, and were getting to know each other for the first time on my piece!”

- Cindy Jian, Prototyper
“Had some technical issues, but was a beautiful, creative, and thoughtful installation.”

- Participant at Urban Thump

See right
BRING RESOURCES TO THE STREET

CULTURAL PROGRAMMING
Throughout the duration of the Festival, prototypers served as cultural ambassadors to passersby. They provided services, workshops, and entertainment for the Market Street community. For 3-days, prototypes were home to everything from bike check-ups to printmaking workshops.

63 SCHEDULED EVENTS

10 PROTOTYPES WITH EVENTS

WORK OUT CLASS

COMMUNITY PERFORMANCE

SEWING CLASS

LIBRARY CARD SIGN-UP

DANCE PLATFORM

BOOK SWAP
“I think I learned a lot, what it takes to just build not even a whole city but also just a chair or something it takes a lot of people’s opinions. Another important part of it also is teamwork and just learning a lot about your community which is something that I feel like I really didn’t know.”

-MSPF Youth Prototype Design and Architecture Intern

EXCALIBUR: YOUTH PROTOTYPE

PROJECT TEAM
YOUTH ART EXCHANGE & YBCA

Created by 14 San Francisco students in the Design & Architecture Internship with YBCA and Youth Arts Exchange. Their goal was to “make people feel like they are in the forest, so they will have fun, make people work together, for everyone to meet each other and be friends.”
“Strangers open up --they become completely disarmed and start acting as friends. Seeing people in this way --in a socially interactive art installation --can create an impact on the way you see and interact with your community.”

- Prototyper of Strange Lenses

See right
In 2015, the Market Street Prototyping Festival inspired and influenced urban prototyping projects across the U.S. and the globe. Our festival is fundamentally changing how cities engage their citizens in urban planning and design.

**PART OF A GLOBAL MOVEMENT**

- **Code: Art**
  - Palo Alto, California
  - 2016

- **D-Lab Festival**
  - Mesa, Arizona
  - 2017

- **16th Street Prototyping Festival**
  - Denver, Colorado
  - 2016

- **Place Makers Prototyping Festival**
  - Rochester, New York
  - 2016

- **River Balcony Prototyping Festival**
  - St. Paul, Minnesota
  - 2016

- **Public: Platform**
  - Perth, Australia
  - 2016
Vote With Your Feet allowed for instant democratic voting. It displayed a series of questions from the public above two doorways. People casted their votes by walking through one of the doorways. Results for each question were viewable on the prototype and online.

80+ rotating questions received a total of more than 10,000 votes throughout the Festival. Crowdsourced questions included everything from the National Election to pet preferences.

VOTE WITH YOUR FEET

PROJECT TEAM
MICHAEL PHILETUS WELLER, CHENG XU, ZIYUN PENG, CHAOYU YANG

Vote With Your Feet allowed for instant democratic voting. It displayed a series of questions from the public above two doorways. People casted their votes by walking through one of the doorways. Results for each question were viewable on the prototype and online.

BEST STAR WARS?
- 71% Original
- 29% Prequel

234 votes

CLINTON OR TRUMP?
- 74% Clinton
- 26% Trump

1,013 votes

BUILD MORE HOUSING?
- 77% Yes
- 23% No

417 votes
“Sea Level Rise and climate change are the most important conversations we can be having. This installation makes it easy for people to engage and start the conversation about what is at risk or at stake. Kudos!!!!”

- Participant at Sea Level Rise Stories

See right
Interviews, activity scans, and pedestrian counts helped to measure the Festival’s reach and impact on Market Street.
USER INTERVIEWS

Method:
During the festival, we asked 320+ prototype users to rank the prototypes from 1 to 5, strongly disagree to strongly agree, according to 3 criteria.

How to Read:
Larger circles indicate a stronger agreement with the corresponding statement.

- Should stay on Market Street long term.
- Would have appeal over time.
- Made it easier to talk to others you don’t know.

Prototypes that required fewer instructions received higher scores for staying power on Market Street.

Note: No data collected for Follow.
IN-DEPTH EVALUATION

Method:
MSPF invited members of local cultural institutions, public-minded nonprofits, and government agencies to evaluate the prototypes. Prototypes were rated per category, 1 for does not perform at all to 10 for performs very well.*

How to Read:
Larger pies indicate a stronger fulfillment of the corresponding criterion.

- DESIGN & IDEATION
  Does the design promote a provocative yet legible idea?
  Prototypes like Excalibur and Rock Rock Around the Block revealed the desire for novel and playful amenities.

- SOCIAL IMPACT
  Does the prototype help create community capacity?
  Swallowtail, the brainchild of the Central Market Think Tank offered wayfinding, community services, and diverse programming.

- POLICY & SYSTEMS
  Does the prototype connect the public to larger urban strategies or policies?
  Pop-up Forest educated the public on the compelling benefits urban tree canopies bring to communities.

- WELLBEING
  Does the prototype encourage healthy behavior and make people happy?
  Prototypes like Livable Body Livable City offered an introspective way to understand your body and experience the city.

- LONGEVITY
  Could this prototype last on Market Street after further refinement?
  Simple concepts such as Gamepost required little maintenance yet invited pedestrians to explore their public realm.

- MIXING SPACE
  Does this act as an active/passive mixer of people and promote social life?
  Playful interventions such as Metro Moods on Market and PlayHear enabled passersby to interact and share a common experience on Market Street.

- EXECUTION
  Was the prototype made with high level of craft?
  Pulse succeeded in gracefully reimagining a basic yet contested urban amenity: seating.

Evaluation methodology by Gehl Institute.*
Pedestrian life on Market Street changed drastically during the Festival. The increase in number of people stopping and lingering was largely due to interactive prototypes and programming. Observed pedestrian and lingering activities are listed below.

**Method:**
Evaluation team recorded pedestrian posture and activity at each prototype once per hour, from 11-2pm and 4-7pm.

### POSTURE

- **Standing**
- **On Public Seating**
- **Physically Active**
- **Sitting on the Ground**
- **On Private Seating**
- **Leaning**
- **On Wheelchair**
- **On Moveable Chair**
- **Improvised Seating**
- **Laying**
- **On Stroller**

### ACTIVITY

- **Playing (With Prototype)**
- **Talking to Each Other**
- **People Watching**
- **Electronic Device**
- **Waiting at Crosswalk**
- **Waiting for Transit**
- **People Performing**
- **Biking on Sidewalk**
- **People with Pet**
- **With Luggage**
- **Eating / Drinking**
- **Smoking**
- **Running**
- **Commerce (Formal)**
- **Playing (Not Prototype)**
- **Panhandling**
- **Commerce (Informal)**
- **With Pushcart**
- **Skating / Rollerblading**
- **Intoxicated**
- **Sleeping**

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![Graph showing increase in lingering activity during the festival](image)

**375%**

Increase in lingering activity during the festival

MSPF encouraged people to start playing and talking more on Market Street.

Evaluation methodology by Gehl Institute.*
PEDESTRIAN ACTIVITY BY HOUR

The Festival encouraged pedestrians to interact with prototypes and fellow passersby. Throughout the day, pedestrian activities remained more diverse than baseline days. Activities especially intensified around the lunch hour during MSPF.

Consistently, the majority of lingering pedestrians were playing with the prototypes or talking to each other.
PEDESTRIAN ACTIVITY BY HOUR

Among the districts, Central Market experienced the largest increase in lingering activities. 486% more people chose to stop and spend time in this district compared to a typical day.

CENTRAL MARKET

486%
Increase in lingering activity during the festival
PEDESTRIAN COUNTS

Based on pedestrian counts performed during and after the Festival, on average about 33% more people walked along Market Street during MSPF. In addition to the manual counts we conducted, some prototypes had built-in technologies that gauged interaction.

Method:
Evaluation team counted how many pedestrians pass through a screen line for 10 minutes every hour, from 11-2pm, and 4-7pm.

PEDESTRIANS PER HOUR
Average for each hour for all districts.

PEDESTRIAN COUNT BY DAY
27 Steps, a prototype in the Embarcadero District, deployed a combination of passive infrared sensors to count the number of individuals at that installation.

Data courtesy of Prototype Team 27 Steps.
REGIONAL REACH

Method: The Evaluation Team asked prototype users for their home and work zip codes.

How to Read: Dots represent the home and work zip codes of the user interview respondents. The larger the dot, the more people from the given zip code.

People also visited from neighborhoods in San Francisco, Oakland, San Jose, and other locations outside of the Bay Area.

The prototypes brought people who live or work around Market Street together.
“Initiatives like the Prototyping Festival allow all passionate city residents to engage in the civic process and to provide hands-on contributions. Collaboration and rapid experimentation can help solve San Francisco’s biggest challenges.”

-SF Station
Thank You
The Market Street Prototyping Festival is an example of the power of civic collaboration.

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FESTIVAL TEAM

TEAMS
27 STEPS
Nish Kothari, Anesta Iwan, Innovation Hangar Team, Adonis Gaitatzis, Will Giovacchini, Gabriel Larsen Santos, Craig and Kevin at Metal Magic, Aurelia Friedland, Steve Peppe, Grant Ryan, Stephanie Geerlinger.

BACK TO PAPER
Raphaelle Chaygneaud-Dupuy, Brian Bordley, Evan Mac, Alexandre Jais.

CHIME
Dan Gottwald, Scott Watkins.

COMMON GROUND
Cloud Arch Studio

CREATE-WITH-NATURE CART
Damien Raffa, Zach Pine, Mary Roscoe.

EAVESDROP
Vincent Agoe, Yang [Alex] Liu, Thomas Mackey, Mark Wessels, Benjamin Heim, Gino Orlando, David Koo.

EMBER
Jason Rasmussen, Gilbert Schmitt.

EXCALIBUR YOUTH PROTOTYPE
Craig Hallow, Youth Art Exchange, Design & Architecture Interns [Alasia, Brittany, Crystal, David, Destiny, Eddy, Emmanuel, Isis, Jackie, Mary Claire, Nehemias, Sara, Sonte, Tahim].

FOLLOW
Christopher Schardt

GAMEPOST
Josh Lee

GLIMMER
Adam Marcus

INSIDE OUT DANCE STUDIO
Kristen Jacobson, G. Chris Griffin, Sarah Riddle.

KNOTTY SIDEWALK!
CMG Landscape Architecture

LIVABLE BODY LIVABLE CITY
Katy Fox, Corey Krehel.

MAPS OF SAN FRANCISCO
Morgan Fabian, Taylor Stein, Marti Deans, Nicole Vieira, Alex Mandel, Sahana Rajasekar.

METRO MOODS ON MARKET
Paul Jamtgaard, Julia Grinkrug.

PEEPSHOW
Taylor Dearinger, Joel Miller, Marc Pembroke, Will Bloomer, Christina Rossi.

PILLARS OF REFLECTION
Etienne Ma, Tim Wei.

PLAY HEAR
Adam Fong, Bart Hopkin, David Samas.

POP-UP FOREST
Phil Pierce, Doug Wildman, Anne Brask, Jon Swae, Monica Way.

PRISM PORTAL
Claire Hart-Slattery, Ryan Sison, Tigran Tyler Pell.

PULSE
Danielle Aspitz

RECLAIM THE WATER
Zoe Bezpalco, Elspeth Tordoff, John Stueve, Aimee Johnson.

ROCK ROCK AROUND THE BLOCK
Cindy Jian, Nancy Sayavong.

SEA LEVEL STORIES
Johanna Joffman, Tony Gannon, Genevieve Hoffman.

SONOGROTTO
Liz Ranieri, Byron Kuth, Ethan Wood, Danielle Aspitz.

STRANGE LENSES
Robb Godshaw.

STREETSPEAK.SF
Michelle Zucker, Caroline Neel, Drew Mcrae.

SWALLOWTAIL COMMUNITY PROTOTYPE
Atelier Cho Thompson, Central Market Think Tank (Central City SRO Collaborative, Community Ambassadors Program [City and County of San Francisco]), CounterPulse, Holy Stitch Denim Social Club, Hospitality House, Larkin Street Youth Services, Luggage Store Gallery, Market Street for the Masses, Major’s Office of Disability [City and County of San Francisco], Senior and Disability Action, SoMa Pilipinas, SoMa Youth Collaborative/United Playaz, Tenderloin Community Benefit District, Walk SF, Wildflowers Institute.

THE SIDEWALK LIBRARY
San Francisco Public Library, San Francisco Public Works Landscape Architecture.

ZERO WASTE TRADING AND MENDING CART
Alexandra Nicole Solis-Sison

URBAN THUMP
Paul Pillitteri, Damian O’Brien, Mike Coakley, Alina Savu.

VOTE WITH YOUR FEET

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We would like to thank the following sources for the photography used in this report.

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- Festival - Photo by David Leong.

**Page 6 - Interact Differently With Public Space**
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**Page 10 - Erase the Boundaries that Divide Us**
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- Inside Out Dance Studio by Sarah Riddle. Photo by Tommy Lau.
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- Rock Rock Around the Block by Cindy Jian. Photo courtesy of artist.
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**Page 12 - Play on Market Street**
- Rock Rock Around the Block by Cindy Jian.
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- Urban Thump by Paul Pilitteri. Photo by Tommy Lau.
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- The Play Station by Emily Peckenham. Photo by David Leong.
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- Pulse by Danielle Aspitz. Photo by Rachelle Sarmiento

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For more info about data, visit the MSPF Tableau Public profile.