

# *Seaport Village Project*

## *San Diego Hotspot Research*



## Background and Goals

The UC San Diego Design Lab is a human-centered design and research organization that works on various projects spanning many fields such as urban planning, healthcare, industry, and technology. The information gathered and synthesized for this project has helped us create insight on San Diego's culture and development.

The Design Lab's goals for this project are to learn more about what brings people to major San Diego hotspots and ultimately what contributes to their good and bad experiences. The three major San Diego hotspots we have chosen to focus on are Balboa Park, Liberty Station, and Seaport Village, all located in the downtown area. These three locations were observed through pedestrian counts and AEIOU observations, and engaged through informal interviews conducted by our field team. We then utilized affinity mapping to find clusters of important points of interest from the interviews to then synthesize this information with the observations gathered. This allowed us to generate insights and recommendations based on these three locations, and San Diego culture in general.

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## Methods and Approach

Our approach was segmented into two stages: Field Research and Synthesis.

### *Field Research*

In pairs, research assistants visited each location twice a week to observe demographic and ethnographic data. At a given time during either field day, there was a pair of research assistants present at each location (Seaport Village, Balboa Park, and Liberty Station). Visit times were set for morning (9AM), afternoon (12PM), and evening (6PM). Wednesday and Saturday were chosen as visit days to compare the difference in activity between weekdays and weekends.

Research methods used at each location included **pedestrian counts**, **AEIOU observations**, and **informal interviews**. Each pair of research assistants took (2) active and (2) stationary pedestrian accounts at 15 minute durations. Active *pedestrian counts* would capture what kinds

of people are moving through the area, whereas *stationary pedestrian counts* would capture who spends longer periods of time in the area. The research assistants were not instructed to take counts in specific areas so that the data could be richer.

The research assistants also took notes in the form of **AEIOU observations: Activities, Environments, Interactions, Objects, and Users**. This was intended to be a broad note-taking exercise to capture the behaviors and interactions of the environment. The goal of the observational notes was to understand how people spend their time in each area and provide data on behavioral trends.

Lastly, research assistants also approached visitors for short, **informal interviews** regarding their experiences at each location. An informal interview guide was provided for Wednesday and iterated after feedback for Saturday's field day. Questions were modified to be more open-ended and story-oriented for visitors to speak more freely about their opinions.

## Synthesis

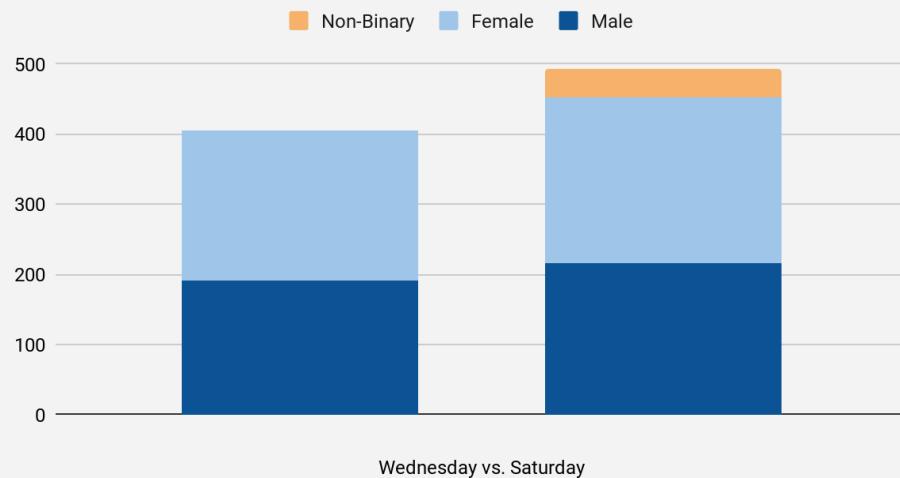
After the field data was collected and compiled into spreadsheets, the synthesis team created three affinity maps to visualize trends in the areas: Strengths, Concerns, and Personas. Strengths encapsulated what each area was doing well in positive terms (e.g. what makes each area successful); Concerns entailed general complaints and tensions that were encountered; Persona mapping was organized with quotes and testimonies from each unique demographic group. The first two maps, Strengths and Concerns, were created with a free-form, bottom-up approach, whereas the Personas used a more guided approach with demographic categories.



## Results Overview

The demographic trends show that there are a lot of adults; senior citizens tend to hang around mainly in the afternoon while younger adults seem to come out more closer to nighttime. There is definitely a lot more people coming out to Seaport Village on the weekends, as you can see below in the included chart. Many visitors really enjoyed the abundance of benches that were available; this allowed them to sit down near the waterfront and take in the nice weather and views Seaport Village has to offer. The senior citizens that were around were more relaxed and nostalgic about the space, whereas the younger adults were looking for more out of the area than just enjoying the view. The younger adults were more interested in the food, activities, and shops that were available, with a view of the waterfront being an additional perk.

Seaport Village Demographic Comparison



The most prominent strengths we found across all three locations was the ability to walk around and enjoy a relaxing and peaceful environment. Seaport Village in particular was noted to have great views of the waterfront and a calming atmosphere that both tourists and locals were very drawn to.

The major concerns that rise from the three locations relate to the variety and diversity of options available on-site (e.g. dining, activities), accessibility, and transportation and parking.

For Seaport Village in particular, visitors are most concerned about the suitability or appeal to different age groups, limited parking, and the lack of variety in shops and activities.

## Personas

Through our analysis, we have developed seven personas that represent key demographics of San Diego hotspot visitors.

**Jimmy (Young Adult, 22-33 Years Old)**



*"When I come to Seaport Village, I want to do practical activities that maintain my lifestyle at low costs - that way, I can maintain healthy habits. I like to enjoy the weather here, since it's so ideal in the afternoon."*

### Attitudes

- Health-conscious
- Financially-conscious
- Practical

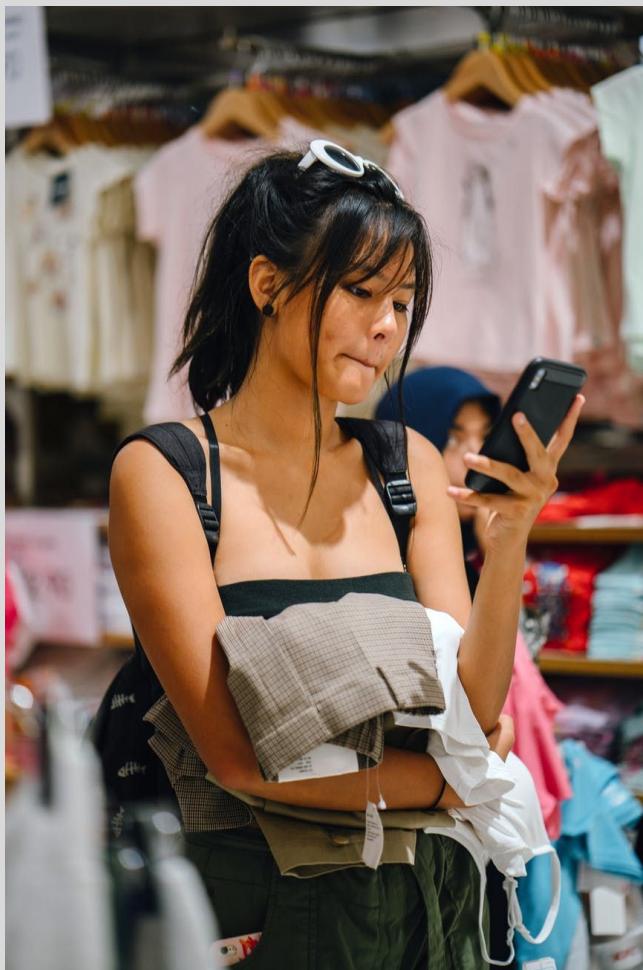
### Goals

- Productivity
- Health
- Comfort and leisure

Jimmy is a young adult who wants to maintain a practical and healthy lifestyle. When he visits spaces, he loves to be active both physically and mentally - a space where he can jog or work would be ideal. He likes relaxing and safe ambiances where he can enjoy the nature around him. In the evening, he likes to walk his dog because there are

less people to distract his German shepherd, Masie.

### Annie (Teenager / Student, <18 Years Old)



*"When I come to Seaport Village, I want to hang out with my friends to do a fun, activity that we can all enjoy. We want to make some great memories!"*

#### Attitudes

- Carefree
- Adventurous
- Social

#### Goals

- Have fun with friends
- Make memories
- Post on social media

Annie is a social teenager who likes to hang out with her group of friends - she seeks affordable activities, like movie theatres, free museums, and free concerts, so that she

may enjoy her youth. When she visits places with her friends, she likes to bring frisbees or soccer balls and utilize the open space.

### **The Johnson Family**



*"We like to come to places that are family-friendly and affordable - while we want the kids to be able to interact with others and play games, we also want to be able to enjoy adult-appropriate things like a glass of wine or beer. On our weekends, we're looking to enjoy each other's company and appreciate beautiful San Diego."*

#### Attitudes

- Family-oriented
- Versatile
- Financially-conscious

#### Goals

- Quality bonding time
- Family-friendly spaces
- Activities for kids and adults
- Calming ambiances
- Safety

This family likes to spend time together on weekends relaxing and participating in cultural activities. They love museums so they can learn about the history of San Diego and educate themselves on science and pop culture. They also enjoy free activities, like visiting parks, so they can have picnics and play in the fresh air. The kids like to play in fountains and run in open spaces, while the parents like to sit and enjoy a beer in the calming ambiance. Sometimes, they take their dog, Joe Biden, for a stroll at the park.

### **Sammie (College Student, 18-22 Years Old)**



*"When I come to Seaport Village, I want a space where I can have social gatherings, whether that be to grab a bite with someone or enjoying a simple activity. That way, I can maintain my social relationships."*

#### **Attitudes**

- Carefree
- Adventurous
- Social
- Motivated

#### **Goals**

- Maintain relationships
- Enjoy interactive activities
- Experience new places / explore San Diego

Sammie studies at a nearby university and likes to explore San Diego on her weekends. When she's not studying or working at her part-time job, she likes to catch up with her friends. She likes to invite them to lunch and keep up with trendy and exciting places. She and her friends *love* food, so they're always looking for a new place to eat.

### Eleanor (Senior Citizen)



*"I love coming here most mornings -- sometimes I come by myself and sometimes I bring a friend. This is a great spot to catch up with friends or just lounge around. I feel safe and comfortable here, and I love being near the water!"*

#### Attitudes

- Relaxed
- Friendly
- Knows the locals

#### Goals

- Walk around and relax
- See the great views
- Lounge around

Eleanor loves coming to Seaport Village to enjoy the calm and relaxing environment. She likes to walk around a bit and sit on a nearby bench to enjoy the sunset and the scenery. She's incredibly friendly and knows a lot of the locals who frequent the area. She comes to the space most weekdays and appreciates that there are ample seating and shaded areas for her to choose from.

### Katherine (Tourist)



*"I came here to walk around on such a beautiful sunny day in San Diego! I always come back to Seaport Village when in the area for the weather and the relaxed environment. It's so nice to unwind here every once in a while."*

#### Attitudes

- Tech driven
- Physically active
- Happy to be there; no complaints

#### Goals

- Sight-seeing / exploring
- Enjoy the weather
- New food options
- Experience local culture
- Relax and have fun

Katherine is from northern California and really enjoys exploring California! She loves checking out pic-worthy spaces whenever she's visiting a new place – especially spaces with lush greenery or near water. Katherine is very active and enjoys walking or biking around as a way to explore a new place even better. She isn't a huge fan of places that tend to be too crowded, but she's willing to hit all of the major sights that are popular around San Diego!

### **Freddie (Local)**



*"When I come to Seaport Village, I want an open space to attend fun community events and enjoy the natural energy of the space so I can feel a sense of neighborliness, try new things, and be an active part of my neighborhood."*

#### Attitudes

- Engaging and fun
- Looks for calming, peaceful spaces
- Enjoys community, culture, and energy

#### Goals

- Spend quality time with friends or family
- Take a break from a busy life
- Enjoy free and fun activities

Freddie loves staying active by going on a run or a nice walk at the park. He works nearby Seaport Village as a local museum employee, so when he's looking for a quiet and peaceful space he always ends up near the water at Seaport Village. He usually has to drive everywhere to get around, so he really enjoys being able to walk over to Seaport Village. Freddie is also a major food enthusiast; he loves trying the diverse food options around the area and checking out the fish market. His favorite part about Seaport Village is the atmosphere -- eating dinner with friends on the waterfront with

the sun setting is one of his favorite activities.



## **Strengths**

### *Strengths for Seaport Village*

#### *Relaxing and Peaceful Atmosphere*

Those who frequent Seaport Village find that they are immersed in a calm and leisure atmosphere. The weather is temperate and there are lots of available seating for those who want to people watch or take a rest from their waterfront walk. The space doesn't feel too crowded which allows for a comfortable environment to lounge in.

"[I] would recommend this place to everyone because it is so relaxing. The people are all friendly and it is a nice place to unwind." (Wednesday, 3I)

"Visited last year. Comes back for the weather, the walk, and the relaxed environment." (Saturday, 12I)

### *Scenic Views of the Waterfront*

Many of those who were enjoying Seaport Village tended to be near the water; they were observed to be lounging on some of the many available benches people watching, watching the sunset, or grabbing a bite to eat at one of the many waterfront restaurants. The scenic views of the beautiful waterfront contributes to the calm atmosphere of the space.

"[I] enjoy the beautiful scenery, the friendly people, and the nice weather." (Wednesday, 6H)

"[I like] sitting on a bench with [my] family and simply enjoying the scenery and nice weather." (Wednesday, 4G)

"It is pleasant - good views, people watching, sea harborview - happiness. Would recommend to anyone, there are many choices and it is so special to [me]." (Saturday, 15K)

### *Regular Attendance*

Locals come here often to enjoy the sunset and be by the water. For many it's become a part of their routine; some cite this place as their favorite spot to relax and others come here every morning for a walk. This space offers nostalgic memories and forms of tradition that have been ingrained from their experiences here.

"[I] come often to watch the sunset and be by the water. [I have] a personal connection to the site. [I] like to come down and remember special people. Last time was one month ago." (Wednesday, 13L)

### *Prime Vacation Spot*

Many have noted that Seaport Village is great for a day off or as a fun vacation spot as they explore San Diego. Some would find this space on the internet while creating their itinerary while others would be recommended this place by their friends or family. The interesting shops and the calm atmosphere allow for a relaxing time at Seaport Village.

### *Great for Senior Citizens*

Throughout downtown San Diego there are numerous free or low cost options of transportation for senior citizens -- this allows them to easily get to their destinations. Senior citizens enjoy their retirement in the calm environment of Seaport Village. Seaport Village has been established for a long time, so many senior citizens have grown up with this space and continue to come through their retirement for a nice day out.

"[I] would especially recommend the place to seniors because of the amazing benefits such as free transportation. [I] think it's the perfect place for retired people because there are so many senior centers around." (Wednesday, 2I)

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### *Strengths for Liberty Station*

#### *Dog Friendly Space*

Many find that Liberty Station is a great place to walk dogs and let them run around. Locals may be more aware of this space which is why they might choose it as a hangout spot after work or school. The large open spaces make it more ideal for dogs to roam.

"[I like] the open space - Used to study here and it's an area you can bring dogs to run around." (Wednesday, 2G)

#### *Spacious, Peaceful Space*

Liberty Station has a very large grass area that's great for people watching and relaxing. The entire area itself is not too crowded; it's very calming and the architecture is beautiful with a lot of great shops to wander around in.

"[I am] meeting someone for dinner; [I like to] sit down in a peaceful space" (Wednesday, 10G)

*Diverse Food Options*

Liberty Station is a great place to grab lunch during the week or brunch on the weekends. There are a lot of good, diverse food options that locals love to frequent, but tourists also love coming here for spots like the Fig Tree Cafe. Liberty Station also seems to attract the after work crowd with their bars and breweries. It's important to have many food options that cater to different stakeholders – people seem to like the diversity in offerings.

"I would recommend, they have nice food options here and cool things to do."  
(Wednesday, 10K)

"[I] walked to Liberty [Station] for quiet space and to drink tea. [I] like the open area and to walk around, grab food." (Wednesday, 6H)

"Met expectations for good food and diverse food options." (Wednesday, 8H)

*Great for Walking Around*

This space is great for just walking around; there is a systematic building layout with open architecture and plenty of shade. It's not too crowded and cars aren't allowed inside the station, which makes Liberty Station very enjoyable and walkable.

"Love it - It's quiet. [I] enjoy [an] environment to walk around. [My] favorite place to eat is Panera because it's cheap and easy." (Wednesday, 2H)

"[I] like the nice walk it can offer with systematic building layout. Architecture is clear and open with plenty of shade." (Wednesday, 6I)

"[I] like that there are no cars inside the station, that it's not too crowded, and that it's walkable. [I'm] not a car person. [I] like the many food options. Would recommend to a friend for the many options." (Saturday, 6K)

"Came for a walk on a beautiful day wanted to escape the heat. Came to the public market, a cafe, to buy tea." (Saturday, 8H)

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## *Strengths for Balboa Park*

### *Peaceful and Relaxing*

The openness of Balboa Park allows groups to walk around easily, making it a great space for families or friends. Many noted that it is a very quiet and safe area where a lot of the people are friendly. Some enjoy meditating or journaling here because of how peaceful and relaxing it is.

"It's relaxing, and [I] wanted a green space to go on a run." (Wednesday, 2H)

"It's a good atmosphere. Easily accessed. Around the area. Would recommend to the relaxed person looking for leisure or recreational activities." (Saturday, 7K)

### *Great for Walking Around*

Balboa Park is a great place to walk around; there are few places in San Diego with plazas and parks like these. Many have noted that Balboa Park is their favorite place to run or walk, and many enjoy how dog friendly it is.

"[I] come to Balboa Park a couple times a year for walks. [I] love the free activities like the Botanical Garden." (Wednesday, 5G)

"[I] enjoy how dog friendly the area is and [I] like walking around during the day." (Wednesday, 7H)

"[I] would recommend this place to others, especially on weekends when there are more people walking around." (Wednesday, 7I)

"[I] love walking around and meeting new people. [I] meet new people every time [I am] there and everyone is very friendly." (Wednesday, 8H)

"[I] was enjoying a morning walk at the park and was headed to a museum." (Wednesday, 9G)

"[I] come here everyday to walk with [my] granddaughter during lunch time. [I] return because [I] always have a great experience and it is a great place for kids to play." (Wednesday, 9L)

*Highly Recommended*

Balboa Park is one of the most highly recommended places to visit when in San Diego. Due to all of the museums, culture, and free activities, this can really be a place for everybody.

"[I] came to a conference in San Diego and extended [my] visit to explore the city. It was recommended by [my] boss in the Netherlands." (Wednesday, 2G)

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## **Concerns**

### ***Concerns for Seaport Village***

#### *Suitability for Different Age Groups*

The demographic for Seaport Village comprises mostly of adults and senior citizens, who enjoy the relaxing atmosphere of the area. However, other groups like children, teenagers, and young adults find that there are not many appropriate activities for their respective age groups. Families and young adults have requested for more "kid-friendly" options.

"I would recommend this place to older people and families, but not for middle-aged adults as there are no attractions that really suit them." (Wednesday, 5I)

"I would like to see a few more things for kids to play on, like swings." (Wednesday, 11J)

#### *Limited Parking*

Visitors complain about the limited parking situation, which causes distress on. Visitors dislike the limited parking situation - they find it difficult to find parking spaces, and they are disgruntled about the high cost of parking in the area. In particular, available parking is sparse on weekends when there are events. Although parking can be validated, this does not alleviate the problem.

"I would like to see more parking; a lot of people drive here since it's close to Downtown." (Saturday, 10L)

"I would change the parking situation since there is limited parking and you have to pay for it. I always encounter this issue." (Saturday, 5L)



#### *Lack of Variety*

Locals who frequent Seaport Village feel like the destination is more suited for tourists. The locals have no interest in shopping at the area because the shops typically sell tourist trinkets and memorabilia. In general, visitors would like to see more variety in options as to what they can do, see, eat, and purchase. A couple have suggested live music, a movie theatre, and more fine dining options (perhaps to diversify the dining options in general).

"I would add more shops that are relevant rather than a bunch of tourist boutiques."  
(Saturday, 6L)

"I would like more fine dining options - the seaside restaurants fill up very quickly."  
(Saturday, 13L)

"Make the place 'less touristy'. The shops are weird and you can add more stores that people actually go to. I want it to be less touristy for more San Diegans." (Saturday, 2L)

### *Safety*

At Seaport Village, safety encompasses a few things: secondhand smoke, scooters, and the homeless. Visitors have expressed concern for smoking in the area, which can be dangerous for all age groups. Smoking can also dampen the clean and friendly atmosphere of the area. Moreover, scooters pose a liability to children and other pedestrians. Although scooters are banned, this is not as well-enforced as people would like it to be. Lastly, the homeless presence is not as severe as other locations, but visitors worry about how this may affect the image of Seaport Village.

"For Embarcadero more than Seaport Village, there is a huge homeless population and it is a constant presence. The city should do something about it since it's an iconic spot, the face of San Diego." (Saturday, 15L)

"I've seen kids get run into [by scooters]." (Saturday, 8L)

"Sometimes there's a lot of smokers, and I don't want to inhale secondhand smoke." (Saturday, 14L)

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## *Concerns for Liberty Station*

### *Accessibility and Comfort*

In terms of accessibility, some people find the location hard to access and navigate for those with disabilities. The general design of the space or materials of walkways might make it difficult for people to travel on. For comfort, people complain about a lack of drinking fountains stationed across the area. More drinking fountains might help people feel more comfortable spending long periods of time in the area.

"This place needs more drinking fountains. I work around this by going to Five Guys to ask for water." (Saturday, 7L)

"It's difficult to walk around on crutches here." (Wednesday, 9M)

*Variety of Options and Activities*

When prompted with what can be improved about the area, people responded with a handful of suggestions: another water fountain, interactive displays and activities, kiosks, events, etc." Similarly with other areas, visitors want to be able to interact with the space and their friends.

"I would like to see another water fountain, maybe a bubble machine, more interactive activities, and maybe some kiosks." (Wednesday, 11J)

"I would like more nightlife, accessible transit to the station. It's a really confusing place; nothing draws tourists here because it's not lively." (Wednesday, 10J)



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## *Concerns for Balboa Park*

### *Accessibility and Transportation*

Accessibility falls into two categories: on-site and towards the site. On-site accessibility refers to the existing pathways at Balboa Park; people find them to be confusing since the pathways lead everywhere, which results in aimless visitors.

Towards the site, people have a hard time accessing or entering the location because of the proximity of the parking lots. When people park, they have to walk a fair distance to reach their destination. Moreover, visitors find entering the location to be confusing, as well. For those without cars, there is limited public transportation access to the area.

"Whenever there's a major event or festival, it's a 'zoo' (chaotic). I'll park away and walk or take the tram but people don't know about it. A multi-level lot would bring people to the park. There's no public transportation." (Wednesday, 12J)

"I would change public transportation to the park - accessibility for people who don't live as close - but it might take away some of the peace of the park." (Wednesday, 14J)

### *Maintenance*

The general attitude towards Balboa Park's maintenance is poor; visitors complain about how old and dirty the location is. They would like to see cleaner floors and buildings, as well as better bathroom maintenance.

"I would power wash the grounds (like the dirty trails near the trash bin)." (Saturday, 8L)

"I wish the place was cleaner since the ground and tables always appear to be dirty."  
(Wednesday, 8J)

### *Parking*

Visitors have difficulty finding parking and navigating to the destination; they wish for the distance between the parking locations and destination to be minimized. This ties in with accessibility because even if people are able to find parking, they end up lost or unsure of how to reach Balboa Park. Finding parking does not seem to be the issue - rather, the distance between the parking lot and actual destination presents more tension.

"I've had issues with parking and navigation. I wish the parking lot was a lot closer to the park." (Wednesday, 10J)

"We need more accessible parking here." (Saturday, 10L; Wednesday, 4J)

"Parking was not challenging to find, but on Sundays when there are special events, it can get difficult." (Saturday, 4G).



## **Recommendations**

*Below we briefly address what Seaport Village is already doing well, what may need some work, and ideas to bring in to increase engagement.*

The scenic view of the waterfront is one of the main attractions for Seaport Village. If any development is being made, keeping this view pristine is highly recommended to maintain and grow the number of visitors to the area. This view helps create a relaxing and calm atmosphere, so it is very important to continue promoting these general feelings.

Seaport Village already has a reputation of being a staple destination for visitors of San Diego; we recommend continuing to capitalize on this by further delving into the cultural significance of this space. Many of our interviewees noted feelings of nostalgia when they come to this space, so rooting this space in history would show how significant it is in San Diego.

Unfortunately, some interviewees noted that although it is a beautiful space, there doesn't seem to be much to do other than eating or checking out the small shops. This may be nice for those looking for a leisurely time, but for those who are more interested in active and engaging activities, Seaport Village is lacking in this department. We would recommend investing in more free and fun activities happening in the area to entice a potentially younger demographic. For example, more live music, games, or even a movie theater to draw more people on a regular basis are ways to engage a younger audience.

If you're looking to make Seaport Village a more family-friendly space, you should look into playgrounds or child-friendly areas, creating designated smoking areas to keep the air quality safe for children, and free or affordable activities/attractions for the whole family to enjoy.

If there is a possibility to address parking, it would be a great way to increase foot traffic. Parking downtown has been an issue that came up again and again throughout the interviews; parking is too expensive, hard to find, and limited. If creating more lots or a parking garage is out of the realm of possibilities, promoting public transportation or micromobile (bikes, scooters, etc.) options would very likely help those who are trying to experience Seaport Village. Disseminating this information, especially online for out of town visitors, specifically on how to quickly and inexpensively get to Seaport Village, would be very helpful.

## **Appendix**

In this appendix you will find:

- Field Worksheets
  - Stationary Pedestrian Count Sheet
  - Active Pedestrian Count Sheet
  - Informal Interview Sheet
  - AEIOU Observations Sheet
- Pedestrian Counts (By Day)
- Pedestrian Counts (By Time)
- Seaport Village
  - Seaport Village Field Data
  - Seaport Village Informal Interviews Data (Wednesday)
  - Seaport Village Informal Interviews Data (Saturday)
- Balboa Park
  - Balboa Park Field Data
  - Balboa Park Informal Interviews Data (Wednesday)
  - Balboa Park Informal Interviews Data (Saturday)
- Liberty Station
  - Liberty Station Field Data
  - Liberty Station Informal Interviews Data (Wednesday)
  - Liberty Station Informal Interviews Data (Saturday)
- Affinity Maps
  - Organizing Personas
  - Organizing Strengths
  - Organizing Concerns

## Stationary Pedestrian Count Sheet

**Location:** Seaport Village | Balboa Park | Liberty Station

**Surveyors:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Week Day:** Su M T W Th F Sa

**Weather:** \_\_\_\_\_

**Duration:** 15 minutes | \_\_:\_\_ to \_\_:\_\_

	Male Presenting	Female Presenting	Non-Binary Presenting
<b>Child (0-12 yrs)</b>			
<b>Teen (13-17 yrs)</b>			
<b>College Age (18-24 yrs)</b>			
<b>Adult (25-55 yrs)</b>			
<b>Senior (55+ yrs)</b>			
<b>Cyclist</b>			
<b>Wheeled transport (Skateboard, rollerblades, etc.)</b>			
<b>Notes:</b>	<b>Total Tallies:</b>		

## Active Pedestrian Count Sheet

**Location:** Seaport Village | Balboa Park | Liberty Station

**Surveyors:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Week Day:** Su M T W Th F Sa

**Weather:** \_\_\_\_\_

**Duration:** 15 minutes | \_\_:\_\_ to \_\_:\_\_

	Male Presenting	Female Presenting	Non-Binary Presenting
<b>Child (0-12 yrs)</b>			
<b>Teen (13-17 yrs)</b>			
<b>College Age (18-24 yrs)</b>			
<b>Adult (25-55 yrs)</b>			
<b>Senior (55+ yrs)</b>			
<b>Cyclist</b>			
<b>Wheeled transport (Skateboard, rollerblades, etc.)</b>			
<b>Notes:</b>	<b>Total Tallies:</b>		

## Informal Interview Sheet

Try to fill in the interview questions and additional prompts with these frames in mind:

- What did the person say? What did you observe/see in reality? (*Explicit Information*)
- What insights or inferences or other thoughts come to mind related to this question/item for the interviewee? (*Implicit Information*)

**Location:** Seaport Village | Balboa Park | Liberty Station

**Interviewers:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Week Day:** Su M T W Th F Sa

**Duration:** 30 minutes | \_\_:\_\_ to \_\_:\_\_

### *Demographics*

#### **Origin**

Local [ ]      Tourist [ ]      Not Sure [ ]

#### **Age Group:**

13-17 [ ]      18-24 [ ]      25-55 [ ]      55+ [ ]      Not Sure [ ]

#### **Gender:**

Male      Female      Non-binary      Not Sure

### **Introduction**

Hi there, our names are \_\_\_\_\_ and \_\_\_\_\_ and we're from The Design Lab at UC San Diego. We're doing an anonymous survey on (Seaport Village / Balboa Park / Liberty Station) to learn more about who visits San Diego and what they like about this area. Do you have 5 minutes to answer some questions? [I'm happy to walk in the direction you're headed if that's helpful.]

## Questions

[Location / Tourist]	
Are you from San Diego? (local/tourist) How did you get here today?	
What brought you to [Seaport Village/Balboa Park/Liberty Station] today? What did you set out to do?	
When was the last time you visited? What brings you back here today? How often do you visit?	
Can you tell us what you've done here so far today and what else you might have planned? <ul style="list-style-type: none"><li>● Have you encountered any challenges along the way?</li></ul>	
What is your favorite thing about [Seaport Village / Balboa Park / Liberty Station] and why? <ul style="list-style-type: none"><li>● Who else would you recommend this place to and why?</li></ul>	
Based on your [previous and] current visit, is there anything that would improve your experience here? ( <i>What makes you think of this, and why?</i> ) <ul style="list-style-type: none"><li>● If there was one thing you could change here, what would it be? (<i>Why?</i>)</li></ul>	
[Ask only if there's time!]Where else do you like to visit in San Diego and why?  What do you like about those places? / What makes these places unique to you?  What type of places do you enjoy going to in your leisure time / on your vacation?	

### **Additional Notes**

*May include where they are from, if they're alone, with a big family, if they have an animal, etc.*

A large, empty rectangular box with a thin black border, intended for users to input additional notes or descriptive text.

### **Image / Description for Location Reference**

### **More information about this project if asked:**

The UC San Diego Design Lab is a human-centered design and research organization that works on various projects spanning many fields such as urban planning, healthcare, industry, and technology. The information we use today will help us create insight on San Diego's culture and development. This particular project is with a client that hopes to activate popular San Diego destinations and engage them more with the community.

## AEIOU Observation Template

**Location:** Seaport Village | Balboa Park | Liberty Station

**Surveyors:** \_\_\_\_\_

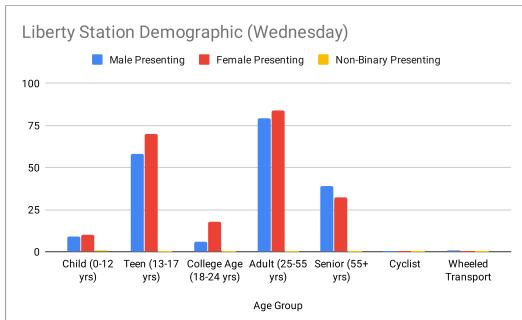
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**Week Day:** Su M T W Th F Sa

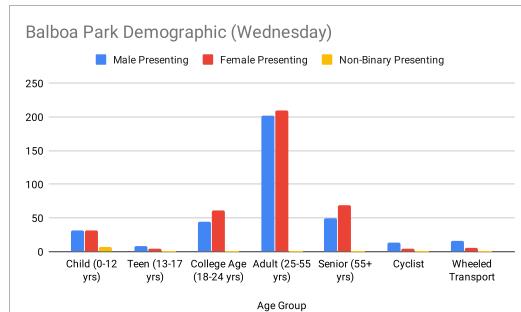
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Activities	Environments	Interactions	Objects	Users

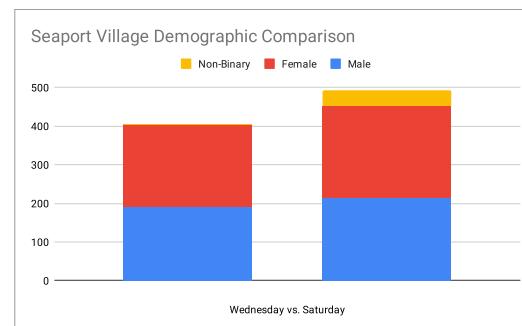
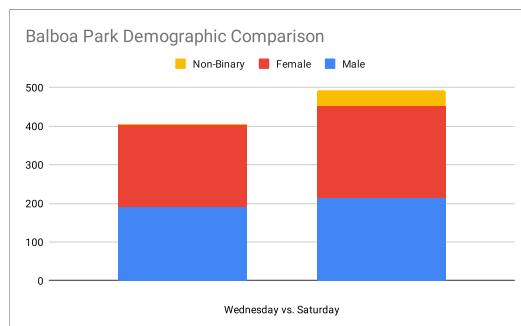
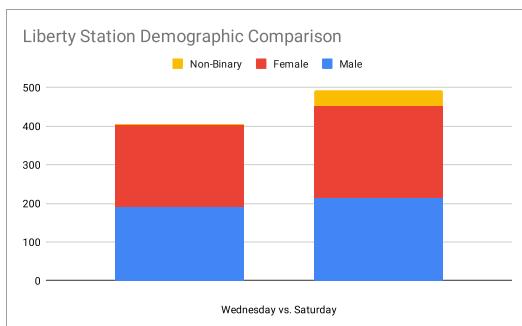
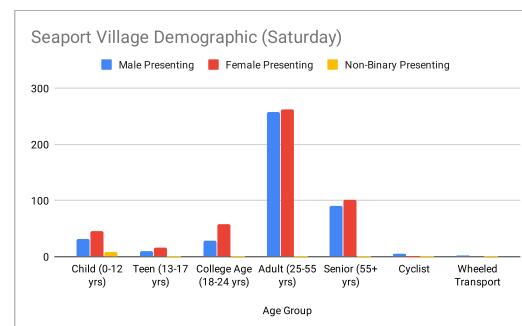
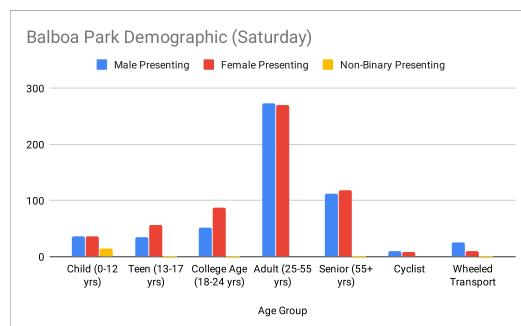
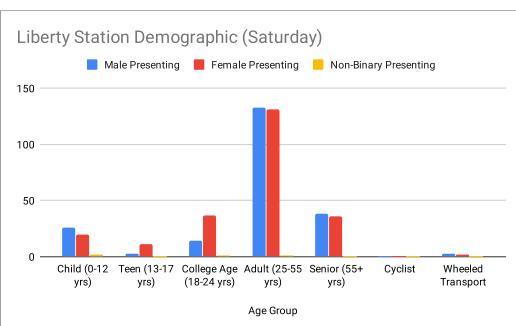
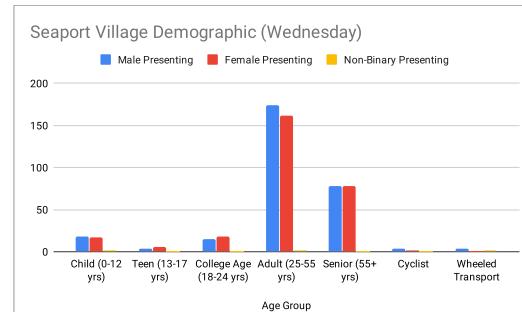
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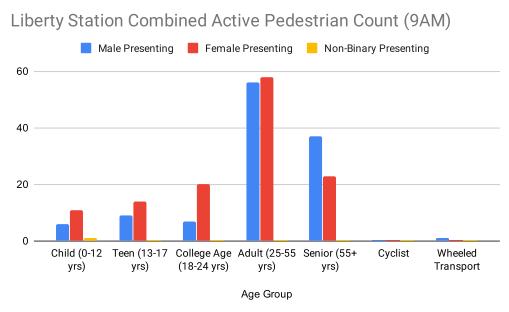
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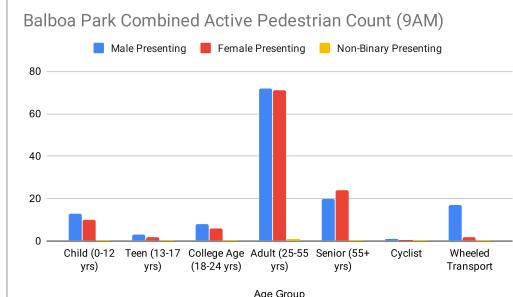
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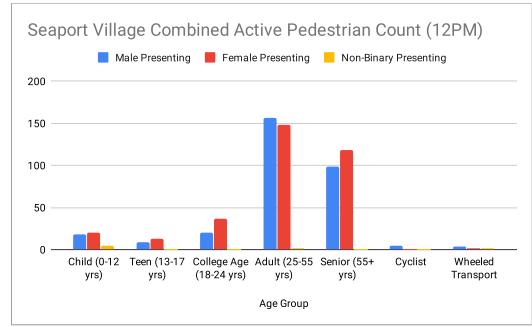
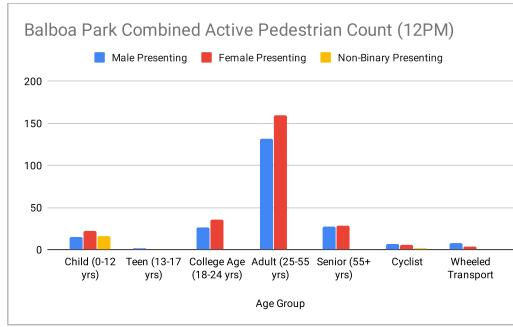
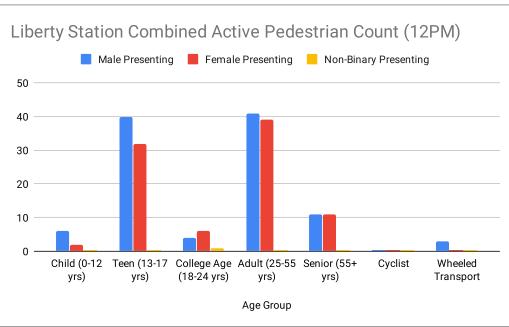
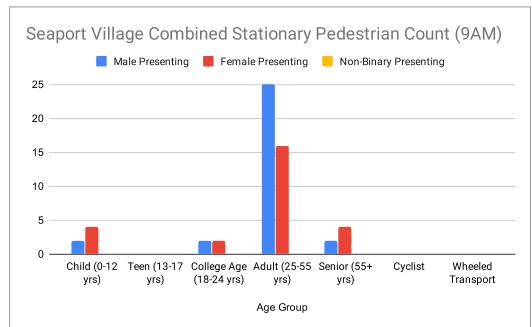
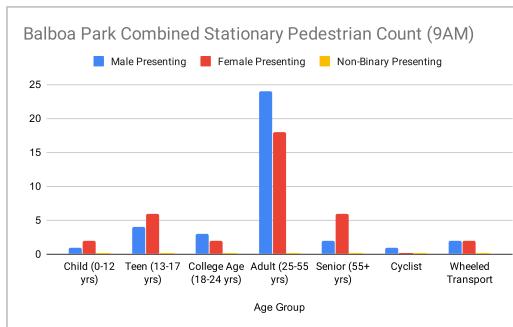
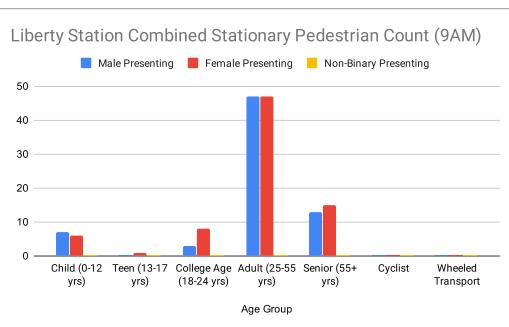
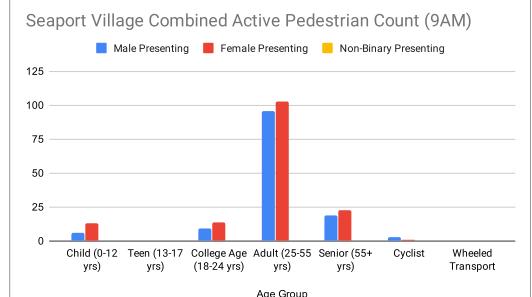
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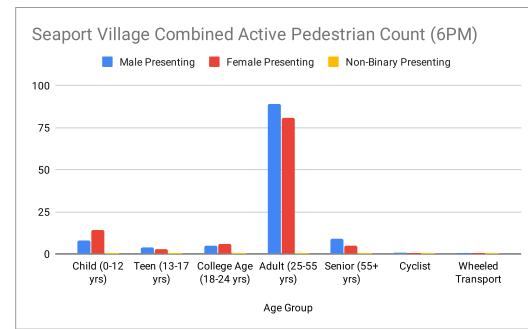
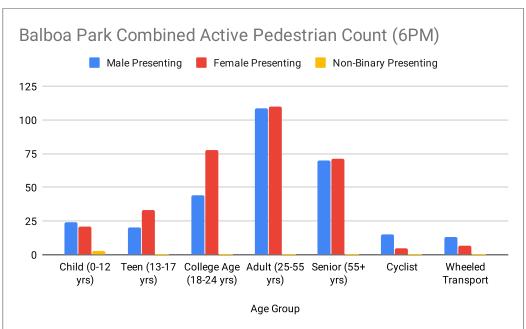
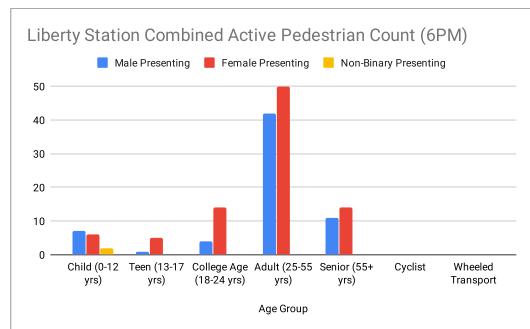
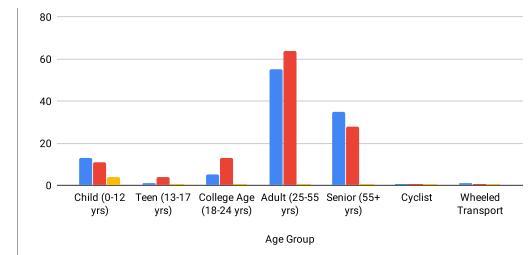
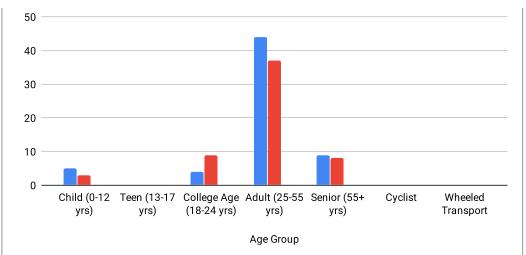
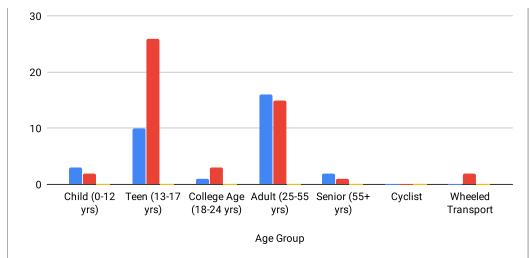


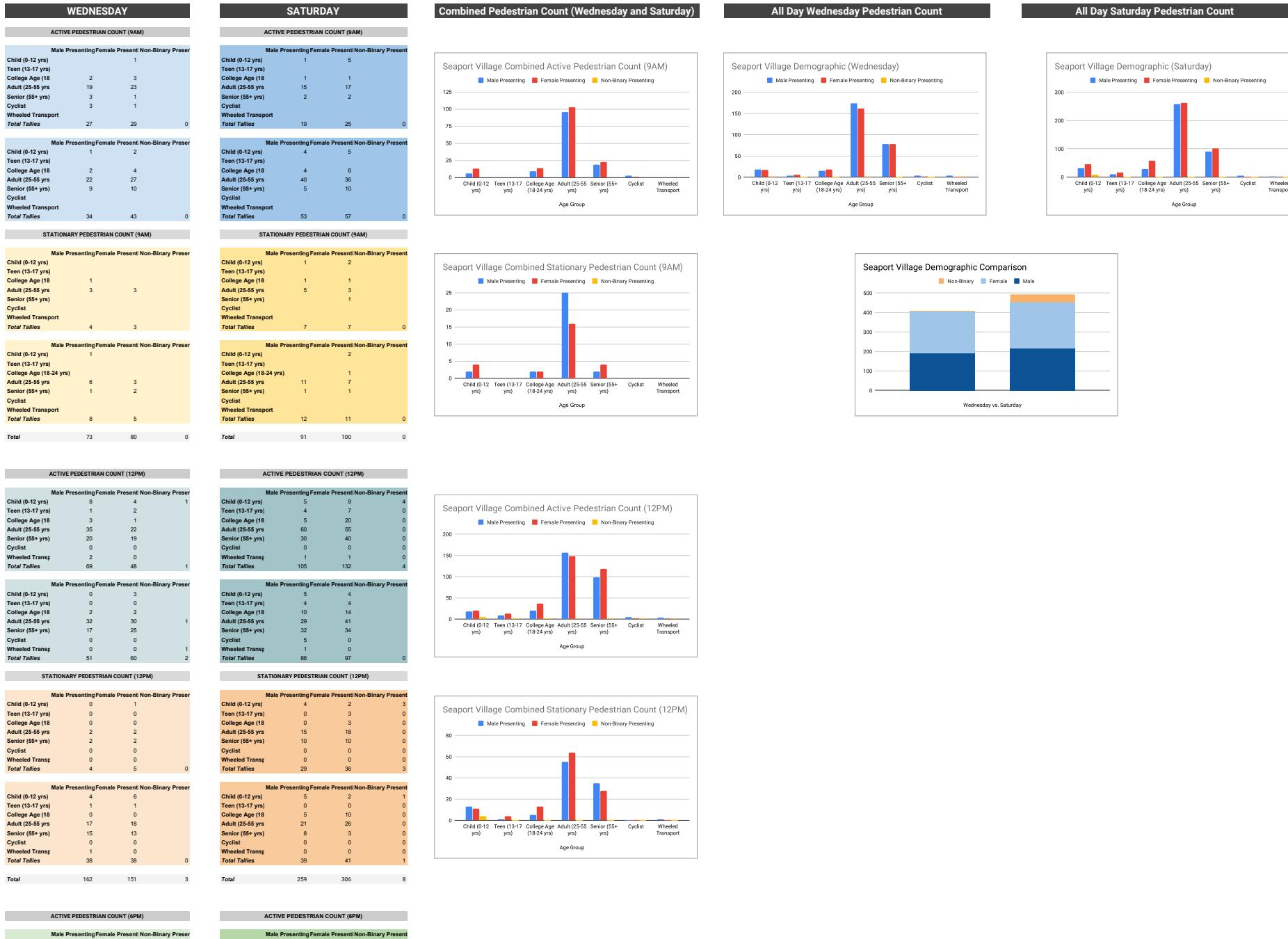
### Balboa Park



### Seaport Village

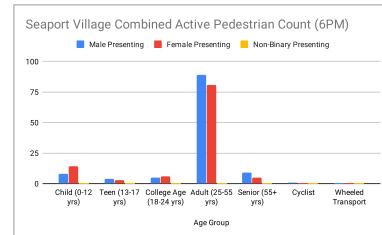






Child (0-12 yrs)	
Teen (13-17 yrs)	1
College Age (18-24 yrs)	
Adult (25-55 yrs)	11
Senior (55+ yrs)	3
Cyclist	
Wheeled Transport	
<b>Total Tallys</b>	<b>15</b>
Male Presenting	2
Female Present	0
Non-Binary Present	0

Child (0-12 yrs)	
Teen (13-17 yrs)	3
College Age (18-24 yrs)	
Adult (25-55 yrs)	27
Senior (55+ yrs)	0
Cyclist	
Wheeled Transp	
<b>Total Tallys</b>	<b>31</b>
Male Presenting	3
Female Present	7
Non-Binary Present	0

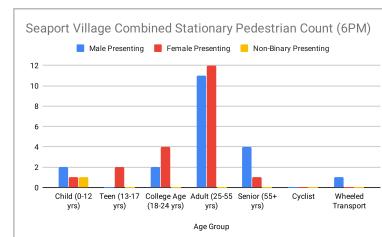


STATIONARY PEDESTRIAN COUNT (6PM)		
Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	2	
Teen (13-17 yrs)	1	
College Age (18-24 yrs)	2	
Adult (25-55 yrs)	2	4
Senior (55+ yrs)	2	
Cyclist		
Wheeled Transp	1	
<b>Total Tallys</b>	<b>7</b>	<b>6</b>

STATIONARY PEDESTRIAN COUNT (6PM)		
Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)		1
Teen (13-17 yrs)		1
College Age (18-24 yrs)	1	1
Adult (25-55 yrs)	4	4
Senior (55+ yrs)	1	
Cyclist		
Wheeled Transport		
<b>Total Tallys</b>	<b>6</b>	<b>7</b>

TOTAL PEDESTRIAN COUNTS		
Male	Female	Non-Binary
86	88	0
77	90	0
29	36	0
<b>Total</b>	<b>192</b>	<b>214</b>
		<b>406</b>

TOTAL PEDESTRIAN COUNTS		
Male	Female	Non-Binary
99	115	1
60	48	37
57	73	2
<b>Total</b>	<b>216</b>	<b>236</b>
		<b>492</b>



# WEDNESDAY

## AEIOU Observations (9AM)

Activities	Environments	Interactions	Objects	Users
Eating breakfast	ocean	People using seating areas	seating areas with umbrellas	families
jogging	casual seating area	People entering restaurants	trees	couples
cycling	dining area	Scenery: people taking photos of the ocean and dock	trashcans	construction workers
walking dogs				individuals
riding electric scooters				
people pushing strollers				tourists

## AEIOU Observations (12PM)

Activities	Environments	Interactions	Objects	Users
Walking towards restaurants	Unshaded cement path	Talking	Walker	2 elderly females, 1 walkers
Browsing stores	Kids Opera/Wind Chimes store	Walked into store, browsed store items	Wind chimes, store products	1 adult male
Taking a walk, window shopping	Unshaded path next to shops	Windowshopping	N/a	Senior male and female
Walking towards Parking lot	Unshaded path	Walking and talking	Drinks in plastic cups from restaurant	3 adult females
Browsing Souvenir store	Windchime store and Great Souvenirs Shop	Touching and taking pictures of shop items		
exiting/re-entering store	storefront/steps	Throwing out something in outside trash can	Plastic bag	1 adult female
Walking into store	Hat Shop		Female holding purse	1 adult female, 1 adult male
Walking through center of shops	Front of Frost Me cupcake shop	Lime scooter	Backpack / lime scooter (rentable)	1 adult female
	Passed Cupcake Shop	Walking through center towards brewery	Helmets for bike on heads	2 senior males
	Near Ben & Jerry's	Walking towards food court	Male holding camera bag	1 adult male and female
	Through the center of shops near fountain	Walking	Messenger bag	1 adult male
	In toy store	Child ran into kids toy store	Stroller	1 adult male, 1 female child
	From Cupcake shop towards water / Safari animal collections		Drink in hand	1 adult female

Smoking / Shopping / Sitting near fountain under tree	Magnuts Shop / ledge outside		Both have a tote bag	1 senior male and female
Window Shopping	Safari Animal Collections		Stroller (left outside b/c of stairs)	1 adult M, 1 adult F, 1 child M
Window Shopping / Sat on edge of fountain then walked	Kids Opera (Toy Store)	Pushed stroller up/down stairs; little girl reached into fountain	Stroller	1 adult M, 1 adult F, 1 child F
Walking through + Talking			Coffees in hand	2 college females
Walking towards water			Coffees in hand	2 college males
Walking / Shopping	Kids Opera / Wind Chimes / Food Court		M with beer in hand, other M with green shopping bag	2 adult males, 2 adult females
Walking / Shopping	Great Souvenirs (exited)	both kids tried to go/reach into fountain		2 adult female with 2 children (1 M, 1 F)

#### AEIOU Observations (6PM)

Activities	Environments	Interactions	Objects	Users
People walking dogs	waterfront	people asking for restroom directions	strollers	families
taking photos of children and family	shops (sock shop, hat shop, crazy shirts, swings and things)	people asking to take photos near the water	drinks	children playing
purchasing items at stores.	central fountain	people on phonecalls outside of shops, waiting for family shopping	cameras	dog walkers
Looking at restaurant menus	tables and chairs with umbrellas	people drinking beer and talking on store patios	cellphones	tourists
dog walking		Security officers walking by		couples
people talking on the phone				1gamer (pokemon go)
people running by the waterfront (running alone and socially)				runners

## SATURDAY

#### AEIOU Observations (9AM)

Activities	Environments	Interactions	Objects	Users
adults walking dogs	shade	ordering food at restaurants	vendor tables/stands	families with children
families getting breakfast	restaurants	families interacting with each other	boutiques and kiosks	seniors walking
adults talking on the phone	boutiques	people taking photos of the scenery	benches	vendors and buyers

people walking to and from fish market	lounge areas	vendors interacting with customers	carousel	tourists browsing shops
people browsing the shops of the street fair	street fair wih vendors fish market		seating areas in the shade pier and dock boardwalk	dogs walking with owners joggers

### AEIOU Observations (12PM)

Activities	Environments	Interactions	Objects	Users
Eating / Drinking	Patio furniture near deli	Sitting under patio umbrella, eating burgers with beer	Beer, food	1 adult male, 1 female, 1 male child
Eating	Patio furniture near deli	Eating in sun on table	Food	1 college female, 1 adult male
Walking / Eating	Path along water	Left lunch area and are going on walk along waterside path	2 pugs on leash	1 adult female, 1 senior male, 2 dogs
Walking / Eating	Path along water	Walking towards path along water while eating ice cream	Ice cream cones	1 senior male, 1 senior female
Eating	Patio furniture near deli	Eating burgers on table Ordered from Grill Shack, waiting near stairs under shade of tree (sitting on planter)	Food	1 adult male, 1 adult female
Waiting under tree / Ordering food	Grill shack / Under tree			1 adult male, 1 adult female (couple)
Walking	Food court	walking from waterside path through food court	Backpacks, caps	3 male, 8 female college age
Walking / Eating	Food court / path along water	Pushing stroller, just ate have fries, walking towards waterside path	Stroller	1 adult female, 1 senior female, 1 non-binary child
Walking / Eating	Food court / path along water	Walking from food court to waterside path after getting food	Stroller, soda cup	2 adult females, 1 non binary child
Walking	Path along water	Walking along waterside path while pushing walker, having trouble going uphill cobblestone and pushing along path	Walker	1 senior male
Resting	Window ledge / Stairs near Grill Shack	Stopping under shade of stairs, resting beers on closed window ledge to drink and looking for a place to sit near water	Beers	1 adult male, 1 adult female
Drinking / Talking	Seaport Village Deli	Sitting on patio drinking beer and socializing	Beers / Soda cups	2 senior male, 2 senior female
Walking / Drinking	Food court / path along water	Walking from food court to waterside path, daughter running ahead, mom struggling with backpack	Starbucks drinks, backpack	1 adult male, 1 female, 1 child female

Walking / Eating / Watching Boats	Path along water	1 child being pushed in stroller by dad, just had lunch, now pausing to stop and watch boats by edge of water on path	Stroller, Backpack	1 adult female, 1 " male, 2 male children (family)
Browsing restaurants	Food court / Grill shack	Walked into food court browsing restaurants		1 college female, 1 adult female
Browsing restaurants	Food court	Browsing restaurants in food court	2 small dogs	2 adult females, 2 dogs
Exercising along water path	Path along water	Jogging / walking along waterside pathd	Athletic clothing	2 college females
Walking dogs	Path along water	Walking 2 dogs along waterside	Athletic clothing, 2 medium-sized dogs	1 adult male, 2 dogs
Running along water path	Path along water	Running along waterside		1 adult male
Walking	Center of food court	Walking through food court, no issues in center	Walker	1 senior female
Taking pictures / Walking	Path along water	Walking along water, stopped to take picture of ships / opposite shore	Camera around necks	1 adult female, 1 adult male
Walking dog	Path along water	Walking dog along water	Small dog	1 adult female, dog

#### AEIOU Observations (6PM)

Activities	Environments	Interactions	Objects	Users
People eating food	Waterfront	running along waterfront	cameras	families
people running along the water path	Under the restaurant porch sitting on a bench looking out	people eating at the food court	phones	multiple dogs (6)
People taking photos of group	on the lawn	people taking photos for each other	hats	dog walkers
people sittin gon waterfront and eating icecream		walking dog	sunglasses	seniors
people watching		sitting down and watching the sunset	bracelets for sale	vendors

Surveyors	Location	Time	Local / Tourist	Age Group (similar to pedestrian count sheet)	Male / Female / Nonbinary	What brought you to [Seaport Village/Balboa]	What do you enjoy about this space?	Would you recommend this place to others, and if so, why?	What would you like to see here? What do you feel is	What are your favorite places to go? What are you favorite	Have you been here before? / How often do you come here? / Why	Additional Notes	
Reem & Malka	On a bench on the boardwalk		Local	Senior	Male	He is retired and comes out to walk around and relax. He enjoys meeting new people and people watching. Loves the calm environment	He enjoys the calm atmosphere. There are many places to sit and lounge and the people are always friendly.	He would especially recommend the place to seniors because of the amazing benefits such as free transportation. He thinks its the perfect place for retired people because there are so many senior centers around.	He is confident that nothing is lacking.	He enjoys parks and relaxed areas such as Balboa Park. He likes that the weather is great so it is nice to be outside and there are many places for him to sit and relax.	He comes out very regularly and likes spending his mornings at Seaport Village. It is very accessible and easy for him to get to by bus.	He specifically chose to retire in San Diego because of places like Seaport Village.	
Reem & Malka	On a bench in a seating area outside of a cupcake Shop (Frost Me)		Local	Senior	Male	He was relaxing on a park bench with his wife, which they regularly do in the mornings.	He enjoys the relaxed atmosphere and the many park benches. He enjoys walking around because it is such a walkable area with many great views.	He would recommend this place to everyone because it is so relaxing. The people are all friendly and it is a nice place to unwind.	He would like to see more benches since the current ones are so old. He would also like more lounge areas that are in the shade since it gets so hot.	He enjoys many parks such as Balboa Park. He loves how clean it is there and there is such a large open area with many seats.	He comes out regularly for his morning walks with his wife and will continue to return here because of the peaceful environment.	He has travelled to hundreds of cities but chose to settle down and retire in San Diego because it is such a well balanced city.	
Reem & Malka	On a bench near the carousel		Local	Senior	Female	She was sitting on a bench with her family and simply enjoying the scenery and nice weather.	She enjoys the views and lounging on the benches with her family. She likes how there are so many places to sit and how quiet the area is.	She would recommend this pace to everyone, especially older couples. There is not too much foot traffic so it is a great place to have a stroll and lounge in the shade.	She would like to see an increase in seating areas as well, since there are a limited number of benches.	She also enjoys parks and beach fronts such as Ocean Beach, where the area is very walkable, with many places to stop at along the way.	She regularly walks here in the morning and will continue to return because this is her favorite spot to relax.	She has also lived in many cities but chose to retire here because of the benefits for seniors and calm environment.	
Reem & Malka	Walking by the parking lot		Tourist	Adult	Male	He was here on a business trip from Chicago.	He enjoyed the nice weather.	He would recommend this place to older people and families, but not for middle aged adults as there are no attractions that really suit them.	To him, everything looked repeated and boring. There was not anything to do besides walk around. The stores are to touristy and don't really appeal to anyone. He would like more variety in the types of shops as well as more restaurants.	This was his first day in town so has not visited any other places in San Diego.	This was his first time here, but he probably would not return to this specific location because it was a bit boring to him.		
Reem & Malka	At a sunglasses kiosk		Local	College Age	Male	He was at work in a Kiosk in the area.	He enjoyed the beautiful scenery, the friendly people, and the nice weather.	He would not recommend this place to locals his age as there is nothing for them to really do in the area. He also would not recommend the place for shopping. He would recommend the place to tourists and sightseers.	He regularly goes to Pacific Beach because that area is more oriented toward people his age and there is a lot more variety of stores and restaurants.	He comes here regularly for work and would bring tourists here if he had any friends visiting. Besides that, nothing draws him to this location.			
Jonathan + Rachel	In front of carousel sitting at a table	1:35-2:18 PM	Local	Adult (25-55)	Female	Volunteer work - Jehovah's Witnesses	YES - when family visits to see the water (tourists love it) good -- enjoys the water	Updates -- it's cool and quaint but it can still be updated	Going to the beach and walking around (not swimming)	Twice a week for volunteer work	Alone		
Jonathan + Rachel	in front of ice cream shop sitting at a table	1:35-2:18 PM	Tourist	Senior (55+)	Female	Visiting with high school friend, and boyfriend brought her there for her birthday	It's beautiful - the weather, it's clean, the people - ate at Harbor House	Very likely - likes shopping, carousel, good food and ice cream	They're going to Pam Springs on a TRAM RIDE (like scenery) - Eating is important	NO - her 1st time there	From the east coast (NJ) With boyfriend & friend from high school (all over 55) -- eating ice cream		
Jonathan + Rachel	in front of ice cream shop sitting at a table	1:35-2:18 PM	Tourist	Adult (25-55)	Female	Visiting SD and was staying at nearby hotel	Good -- went into stores, walked around boardwalk, got ice cream	Very likely - nice to walk around in - Favorite is shops (window shopping/seeing what area has)	Nothing - Mainly for tourists so it's doing good at that (like a souvenir) - SD known for beaches, surf shops do well (SF is same way)	Likes cultural sites (going on tours, etc)	Came once a long time ago	From China With senior woman eating ice cream on table	
Jonathan + Rachel	In front of cupcake shop sitting at table	1:35-2:18 PM	Tourist	Senior (55+)	Male	Getting away from hot weather but it's still hot (came into town yesterday)	Good - went to old town too (likes city - something different)	Yes - it's neat - a lot to eat/see	Sight-seeing (old houses / buildings) - likes seeing old town	Has come many years ago, but wife has never been here	From Texas, with wife who bought a cupcake		
Jonathan + Rachel	sitting in front of deli at table	1:35-2:18 PM	Local	Senior (55+)	Male	It's his day off from work	Great - it's warm but that's ok	Highly recommend - has views, it's nice, has food + ice cream	Balboa - lot of nice places to go; Coronado beach; target; zoo; beach - for swimming and walking	Has been here - comes a few times a year for the nice walk and views	With female teen and adult male and female (family) eating ice cream		
Chenyang & Mayra	In front of boutique	6	Tourist	College Age (18-24)	1 Female 1 Male	Vacation; Found spot online	Shopping	Would rec	N/A	First time	Had received parking ticket upon arrival- strict meter maids		
Chenyang & Mayra	outside of Swings and Things	6:30- 6:45	Local	Adult (25-55)	Male	Dropped someone off at airport and wanted to watch the sunset at seaport village. It reminds him of people that are special to him, there is nostalgia.	likes the water and likes to enjoy the sunset	would recommend.	You have everything you need	Torrey Pines Hike, La Jolla Cove, beaches.	Comes often to watch the sunset and be by the water. He has a personal connection to the site. Likes to come down and remember special people. Last time was one month ago.	Parking is bad.	

Surveyors	Location	Time	Local / Tourist	Age Group (similar to pedestrian count sheet)	Male / Female / Nonbinary	What brought you to Seaport Village/Balboa	What do you enjoy about this space?	Would you recommend this place to others, and if so, why?	What would you like to see here? What do you feel is	What are your favorite places to go? What are you favorite	Have you been here before? / How often do you come here? / Why	Additional Notes
Chenyang & Mayra	Outside of Sock Shop	6:00	Tourist	College Age (18-24)	Female	Got rec'd from father's fiance's client	"Urban Girl" boutique store, Harbor Bay restaurant has great views and food	Yes	More restrooms, live music	USS Midway	First time	Here for boyfriend's Marine Corps discharge
Chenyang & Mayra	Outside of a restaurant	7:00-7:15	Local	2 Adult male (25-55)	Male	Comes to Seaport Village for more than 20 years. Comes for the weather and nature, to go on walks and enjoy beer with friends and family.	Enjoys the water and the nature . Likes to observe people from different cultures and different nationalities.	Yes! Would ALWAYS recommend to a friend. Believes it is the best place in San Diego	Likes it as it is.	Pacific Beach, Mission Beach, La Jolla	Comes here very often, a local to the area. Returns for the view, the people	Seaport village always has new things to do and see.
Chenyang & Mayra	At waterfront	6:15	Local	College Age (18-24)	Male	Pokemon Go, walking dog	Ice Cream, harbor walk, water	Yes, anyone	Nothing to change	Coronado Beach, Balboa Park. These places are clean.	Have been going 3x a week recently	

Surveyors	Location of Interview	Time	Age Group (similar to pedestrian count sheet)	Male / Female / Nonbinary	[Local / Tourist] Are you from San Diego?	[Transportation] How did you get here today?	What brought you to [Seaport Village/Balboa Park/I Liberty Station]	When was the last time you visited? What brings you back here today?	Can you tell us what you've done here so far today and what else you might have	What is your favorite thing about [Seaport Village / Balboa Park / I Liberty Station] and	Based on your [previous and current visit, is there anything that would improve]	[Ask only if there's time!] Where else do you like	Additional Notes
Reem & Malka	On Pier in Fish Market		adult	Male	local	driving	He comes to Seaport Village every Saturday for the fish market because it has some of the best seafood in San Diego.	He comes every Saturday morning and only comes for the fish market.	He comes out only to eat fish at the market because there is nothing else for him to do in the area. He thinks the area is too touristy.	He only comes for the fish market, not Seaport Village specifically. He recommends the market for the good food and only recommends Seaport Village to tourists.	He would make the place "less touristy." He says the shops are weird and you can add more stores that people would actually go to. He wants it to be less touristy and more for San Diegans.	He enjoys being by the water and doing water activities so he likes going to places like Scripps Pier where there are activities, unlike Seaport Village.	
Reem & Malka	On pier in Fish Market		adult	Female	local	Driving	She came out to the fish market to buy some fish an walk her dog.	She tries to come every few weeks to enjoy some fish and walk her dog.	She is just sitting on the dock and enjoying being by the water and enjoying her food. She plans on walking her dog around the area.	Her favorite thing is simply being by the water. She recommends this place to everyone and not just tourists because it is such a wonderful environment.	She wishes the bathrooms would open earlier since most people come here early.	did not have time to ask	
Reem & Malka	On boardwalk in street fair		adult	Female	local	Driving	She came out to sell some of her handmade jewelry in the street fair.	She returns every week only on Saturdays for the street fair.	She came to set up her booth and interact with new people. She had not encountered any challenges. She only plans on staying for the duration of the street fair.	Her favorite thing is the street market; she does not specifically prefer this location for anything else. She would recommend the place to tourists because there are nicer areas in San Diego.	She wishes the area was more clean. She also thinks it just looks super outdated in general.	She also just generally enjoys going to the beach.	
Reem & Malka	On boardwalk in street fair		adult	Female	local	Driving	She came out to browse at the shops and sell some of her own clothes in the street fair.	She comes every single week and continues returning only for the street fair.	She has browsed around the shop and hung out with her friend at her own shop. She only plans on staying for the time of the street fair.	She enjoys the variety in shops and the fun environment of the street fair but she has never been to Seaport Village itself to not attend the street fair.	She would change the parking situation since there is limited parking and you have to pay for parking. She always encounters this issue.	Generally, she enjoys going to the beach.	
Reem & Malka	On boardwalk in street fair		adult	Male	local	Driving	He came out with his girlfriend for a baseball game.	He is from SD but has not come out to Seaport Village in years.	He was passing by with his girlfriend on the way to a baseball game and does not plan on staying in the area.	He does not come here often at all but is favorite thing would be the interactions he has with people and people watching since there is really not much else to do. He would recommend this place to tourists.	He would add more shops that are relevant rather than a bunch of tourist boutiques.	did not have time to ask	
Jonathan + Rachel	In front of Seaport village deli	1:01 PM	Adult (25-55 yrs)	Male	Local	Drove	Wife wanted to buy socks, made it a day trip	Wife likes pet shops, it's dog friendly, good weather, nice area	Looked at boats, checked out a lot of stands/shops, getting burgers, bought dog bowls	People watch, love that the dogs can come and walk around. Wife gets to shop while I watch people. Would	Pigeons (nothing you can do about that). The prices inside the village could be friendlier. It's pretty clean, has enough	Try to get involved with the city itself (restaurants, museums, but also like to see the people itself). Here go to From Carlsbad, work at petco park often	
Jonathan + Rachel	In front of Wetzel's Pretzels lawn area	1:14 PM	Senior (55+)	Male	Local	Walked, put belongings / art on a cart	Need \$20-30 pocket money, retired now	Come on weekends (used to be everyday but now get social security so don't need to) - comes once a week	Draw (brought art to sell)	Nice and quiet, close to where I live, know everyone here (referring to vendors), recommends to walk	Ban scooters from the walkway (already banned but more enforced). I've seen kids get run into	Balboa Park - go there to draw (have art village and can get inspiration from other artists). Also like La Jolla Cove Beach	Gaslamp
Jonathan + Rachel	In front of Wetzel's Pretzels lawn area	1:20 PM	College (18-24 yrs)	Female	Local	Drove	Doing a scavenger hunt to promote an event	Came yesterday for work - office is a building in seaport village	Came to tent and helped set up. Lot was empty so parking was good	Like being on the water. would recommend to family (family friendly)	Cost of parking		Go to school nearby
Jonathan + Rachel	On lawn near roundabout past wetzel's pretzels	1:30	Adult (25-55 yrs)	Female	Local	Drove	Meeting a friend for lunch, then walked over to the lawn	It's been a month. Once a month	Came to eat, get the dogs out. Apartment is being fumigated. Ate at buster's beach. Bought a frenchie (dog) magnet	Walk and eat (take dogs). Love the atmosphere, window shopping at the cute little shops	More parking (a lot of people drive here since it's close to downtown). Cost isn't too bad since you can get it validated	Like North park, hillcrest, balboa park - like the atmosphere, clean, dog-friendly. want to go on a boat. on the water	From mission valley
Jonathan + Rachel	On lawn near roundabout past wetzel's pretzels	1:30	Adult (25-55 yrs)	Female	Local	Drove	Meeting a friend for lunch, then walked over to the lawn					dog-friendly, window shop, paddle boarding	From mission valley
Chenyang & Mayra	Across from the Magnet Store	7:40	Senior (55+)	1 Female, 1 Male	Tourist	Walked from hotel	came to eat at waterfront and walk around	Visited last year. Comes back for the weather, the walk, and the relaxed environment.	Eat at waterfront, walk around. No challenges.	Likes the water and the walk. Would recommend to anyone.	Add a movie theater	Gaslamp - stop and eat healthy options.	Believes that Seaport is past economic life.
Chenyang & Mayra	Table near Ben & Jerry's	18:00	Senior (55+)	1 Female 1 Male	Tourist	Drove	Enjoying the cooler weather	2 years ago, drove from OC. They used to like their kids here all the time, to watch the rock builder, ride the carousel, and to eat at the Mexican fast food place.	Eat at Mexican restaurant, sit and watch people, do the harborwalk	The "San Diego Vibe". Reminds her of Old Town. Would rec to anybody for the atmosphere and accessibility	More fine dining options (the seaside restaurants fill up very quickly)	Mission Bay, Balboa Park. Cheap and kids like it.	Was introduced to the spot by bro, who is in the Navy
Chenyang & Mayra	Harborwalk, near stone stacks	18:30	College (18-24 yrs)	2 Female 1 Male	Local	Drove	To do "Seaport" - bike Embarcadero, Seaport, and USS Midway and eat	ranging from 5 months to 5 days ago	Just arrived, parking was no problem. Usually will walk or run the harborwalk	the "sentimentality" and nostalgia it holds; it's a tradition for their friend group	Sometimes there's a lot of smokers and doesn't want to inhale secondhand smoke	Coronado (clean, lively), LJ Cove, PB, Sunset Cliffs, North Park, Alpine. They like to take advantage of the natural	

Surveyors	Location of Interview	Time	Age Group (similar to pedestrian count sheet)	Male / Female / Nonbinary	[Local / Tourist] Are you from San Diego?	[Transportation] How did you get here today?	What brought you to [Seaport Village/Balboa Park/I Liberty Station]	When was the last time you visited? What brings you back here today?	Can you tell us what you've done here so far today and what else you might have	What is your favorite thing about [Seaport Village / Balboa Park / I Liberty Station] and	Based on your [previous and] current visit, is there anything that would improve	[Ask only if there's time!] Where else do you like	Additional Notes
Chenyang & Mayra	In front of tshirt shop	~6:40pm	Adult (25-55 yrs)	2 Female	Local	Drove	Watch the sunset with mother, to walk around	Two days ago. Visits ~3x a week	No challenges, but parking is particularly hard on Sundays when there are special events	It is "pleasant" - good views, people watching, sun, sky view "happiness". Would rec to anyone, there are many choices and it is so "special" to her.	For Embarcadero more than SV (huge homeless population and it is a constant presence - city should do something about it since it is an iconic spot - the "face of SD", one time, a transient tried to fight her father)	La Jolla	Will come SV to fish, ppl watch, and eat Cheesecake Factory. Lives in Cowles Mtn, which is 20-30mins away; despite this, she will still make frequent trips.

### WEDNESDAY

#### ACTIVE PEDESTRIAN COUNT (9AM)

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	4	3	
Teen (13-17 yrs)	0	0	
College Age (18)	2	2	
Adult (25-55 yrs)	14	18	
Senior (55+ yrs)	1	5	
Cyclist	0	0	
Wheelied Transp.	3	0	
Total Tallys	24	28	0

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	2	4	
Teen (13-17 yrs)	0	0	
College Age (18)	4	2	
Adult (25-55 yrs)	25	18	
Senior (55+ yrs)	4	7	
Cyclist	0	0	
Wheelied Transp.	7	1	
Total Tallys	42	32	0

#### STATIONARY PEDESTRIAN COUNT (9AM)

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	0	0	0
Teen (13-17 yrs)	1	0	0
College Age (18)	2	1	0
Adult (25-55 yrs)	4	5	0
Senior (55+ yrs)	1	3	0
Cyclist	1	0	0
Wheelied Transp.	1	2	0
Total Tallys	10	11	0

#### Male Presenting Female Present Non-Binary Preser

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	1	1	
Teen (13-17 yrs)	0	0	
College Age (18)	1	1	
Adult (25-55 yrs)	1	2	
Senior (55+ yrs)	1	3	
Cyclist	0	0	
Wheelied Transp.	1	0	
Total Tallys	5	7	0

Total 81 78 0

### SATURDAY

#### ACTIVE PEDESTRIAN COUNT (9AM)

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	3	2	
Teen (13-17 yrs)	0	0	
College Age (18)	2	2	
Adult (25-55 yrs)	14	18	
Senior (55+ yrs)	1	5	
Cyclist	0	0	
Wheelied Transp.	3	0	
Total Tallys	24	28	0

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	2	4	
Teen (13-17 yrs)	0	0	
College Age (18)	4	2	
Adult (25-55 yrs)	25	18	
Senior (55+ yrs)	4	7	
Cyclist	0	0	
Wheelied Transp.	7	1	
Total Tallys	42	32	0

#### STATIONARY PEDESTRIAN COUNT (9AM)

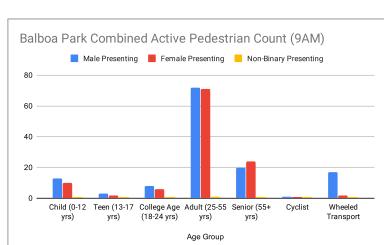
	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	0	0	0
Teen (13-17 yrs)	1	0	0
College Age (18)	2	1	0
Adult (25-55 yrs)	4	5	0
Senior (55+ yrs)	1	3	0
Cyclist	1	0	0
Wheelied Transp.	1	2	0
Total Tallys	10	11	0

#### Male Presenting Female Present Non-Binary Preser

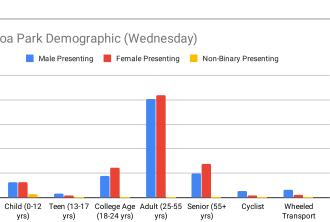
	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	1	1	
Teen (13-17 yrs)	0	0	
College Age (18)	1	1	
Adult (25-55 yrs)	1	2	
Senior (55+ yrs)	1	3	
Cyclist	0	0	
Wheelied Transp.	1	0	
Total Tallys	5	7	0

Total 90 73 1

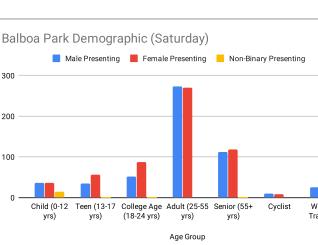
### Combined Pedestrian Count (Wednesday and Saturday)



### All Day Wednesday Pedestrian Count



### All Day Saturday Pedestrian Count



#### ACTIVE PEDESTRIAN COUNT (12PM)

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	3	2	6
Teen (13-17 yrs)	8	13	
College Age (18)	57	67	
Adult (25-55 yrs)	12	21	
Senior (55+ yrs)	2	3	
Cyclist	2	3	
Wheelied Transp.	2	1	
Total Tallys	84	107	6

#### Male Presenting Female Present Non-Binary Preser

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	11	13	10
Teen (13-17 yrs)	5	3	
College Age (18)	21	22	
Adult (25-55 yrs)	3	2	
Senior (55+ yrs)	3	2	
Cyclist	6	3	
Wheelied Transport	70	85	11
Total Tallys	70	85	11

Total 148 169 6

#### STATIONARY PEDESTRIAN COUNT (12PM)

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	1	1	
Teen (13-17 yrs)	2	2	
College Age (18-24 yrs)	5	7	
Adult (25-55 yrs)	25	20	
Senior (55+ yrs)	2	2	
Cyclist	6	3	
Wheelied Transport	8	7	0
Total Tallys	30	28	0

#### Male Presenting Female Present Non-Binary Preser

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	3	2	
Teen (13-17 yrs)	1	2	
College Age (18)	11	7	
Adult (25-55 yrs)	3	4	
Senior (55+ yrs)	3	4	
Cyclist	18	15	0
Total Tallys	148	169	6

Total 130 143 11

#### ACTIVE PEDESTRIAN COUNT (6PM)

#### ACTIVE PEDESTRIAN COUNT (6PM)

#### Male Presenting Female Present Non-Binary Present

Child (0-12 yrs)	5	2	
Teen (13-17 yrs)	0	1	
College Age (18	12	15	
Adult (25-55 yrs)	19	26	
Senior (55+ yrs)	12	10	
Cyclist	2	0	
Wheeled Transp	1	0	
Total Tallys	51	54	0

Male Presenting Female Present Non-Binary Present		
Child (0-12 yrs)	1	3
Teen (13-17 yrs)	0	0
College Age (18	5	14
Adult (25-55 yrs)	28	23
Senior (55+ yrs)	8	8
Cyclist	9	0
Wheeled Transp	1	2
Total Tallys	52	50
Total Tallys		

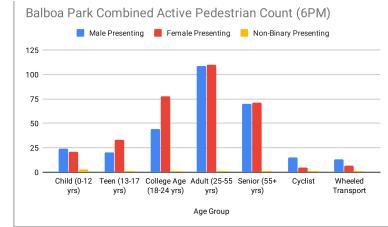
STATIONARY PEDESTRIAN COUNT (6PM)		
Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	2	1
Teen (13-17 yrs)	7	3
College Age (18	1	4
Adult (25-55 yrs)	10	9
Senior (55+ yrs)	2	2
Cyclist	0	0
Wheeled Transp	0	0
Total Tallys	22	19
Total Tallys		

Male Presenting Female Present Non-Binary Present		
Child (0-12 yrs)	0	0
Teen (13-17 yrs)	0	0
College Age (18	1	2
Adult (25-55 yrs)	9	10
Senior (55+ yrs)	2	2
Cyclist	0	1
Wheeled Transp	0	0
Total Tallys	12	15
Total Tallys		

Total 137 138 1

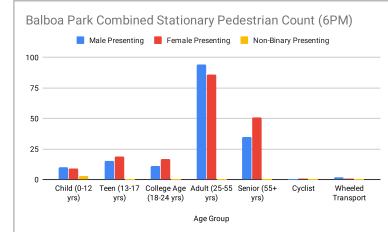
Child (0-12 yrs)	8	6	2
Teen (13-17 yrs)	10	22	0
College Age (18	7	24	0
Adult (25-55 yrs)	31	40	0
Senior (55+ yrs)	24	27	0
Cyclist	0	0	0
Wheeled Transp	0	0	0
Total Tallys	80	119	2

Male Presenting Female Present Non-Binary Present		
Child (0-12 yrs)	10	10
Teen (13-17 yrs)	10	10
College Age (18	20	25
Adult (25-55 yrs)	31	21
Senior (55+ yrs)	26	26
Cyclist	4	5
Wheeled Transp	11	5
Total Tallys	112	102
Total Tallys		



STATIONARY PEDESTRIAN COUNT (6PM)		
Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	6	5
Teen (13-17 yrs)	6	8
College Age (18	5	6
Adult (25-55 yrs)	47	45
Senior (55+ yrs)	19	23
Cyclist	0	0
Wheeled Transp	1	1
Total Tallys	84	88
Total Tallys		

Total 325 371 5



TOTAL PEDESTRIAN COUNTS		
Male	Female	Non-Binary
86	88	0
77	90	0
29	36	0
<b>192</b>	<b>214</b>	<b>0</b>
Total		406

TOTAL PEDESTRIAN COUNTS		
Male	Female	Non-Binary
99	115	1
60	48	37
57	73	2
<b>216</b>	<b>236</b>	<b>40</b>
Total		492

# WEDNESDAY

## AEIOU Observations (9AM)

Activities	Environments	Interactions	Objects	Users
people painting	quiet, calm,	people taking photos	lawn chairs	families
people walking dogs	open space	families sitting on green spaces and lawns	easels	tourists
taking photos	greenery	people listening to musicians	cameras	artists
people running	buildings	people having conversations on lawns	strollers	seniors
	contruction noise		Construction vehicles	dog walkers (counted 5)
	overhead aircraft noise	pedestrian/vehicle negotiation at roundabout	Golf carts Trolley	groundspeople (4)
people reading		artists communicating about spots that are best to paint.	Lime and Bird scooters	

## AEIOU Observations (12PM)

Activities	Environments	Interactions	Objects	Users
mainly taking photos	quiet, calm	people sitting on benches	lounge areas with umbrellas	families with children
elementary school field trip	greenery and nice landscaping	families walking around together	benches	senior couples
riding electric scooters	open space	people sitting under umbrellas		tourists
	photo opurtunities gift shop and ticket booth convenience stores and kiosks restuarants and museums			elementary school students

## AEIOU Observations (6PM)

Activities	Environments	Interactions	Objects	Users
Stretching, Looking at phone	Bench on outskirts of amphitheatre	On bench to stretch Walking through amphitheatre towards parking lot using archway	Phone Messenger bag	1 adult female 1 senior male
Walking	Ampitheatre steps	Framed between pillars taking pictures with boxes, again on stage		2 adult females, 1 adult male
Taking photos	Under arches of amphitheatre		3 cardboard boxes, camera bag	

Sitting, smoking, looking at amphitheatre	Benches in front of amphitheatre		A large duffle bag, cigarettes	1 senior male, 1 senior female
Walking	Ampitheatre steps	Walking through amphitheatre towards museums	A backpack	1 adult male, 1 adult female
Lounging	Stage, seats in front of ampit.	Child is dancing / walking around on-stage, child posed in front of pillars	Phone	1 adult male, 1 adult female, 1 child female
Walking	Ampitheatre steps	From parking lot towards museums		2 adult males
Walking, taking pictures	Ampitheatre	Took pictures of ampitheatre	Phone, purse	1 adult male, 1 adult female
Walking towards parking lot	Ampitheatre			1 college M/F couple
Walking towards parking lot	Ampitheatre			1 adult M/F couple
Riding bike	Ampitheatre	Riding back and forth in front of stage	Bicycle (one large wheel, one S)	1 senior male
Walking towards restaurants / museums	Ampitheatre steps	Walking through	Jacket / backpack	1 senior male, 1 senior female couple
Taking photos / Walking	Ampitheatre	Walking through	Water bottles	3 adult M, 2 adult F, 1 F teen, 1 M child
Taking photos, walking, playing	Ampitheatre steps	Taking pictures, walking through, kids running around playing tag	Phone, water, tote	1 senior M, 1 senior F, 1 child M, 1 child F
Taking photos		Taking photos of scenery / sunset	DSLR	1 college female
Taking photos / walking	Center of ampitheatre	Taking photos of ampitheatre / street leading to museums	DSLR, phone, backpacks, selfie stick	1 college male, 3 college female
Sitting / dog grooming	Center steps of ampitheatre	Sitting on steps grooming dog	Dog	1 adult male w/ dog on leash
Sitting / On phone	Bench in front of ampitheatre	On phone sitting on bench in front of stage	Dog	1 adult male w/ dog
Photoshoot	On steps under tree facing stage	Having photoshoot	Phone	2 college females
Lying down	Bench in front of ampitheatre	Lying down on bench looking at phone	Suitcases	1 adult male
Walking towards parking lot		Walking through, flipping people off	Blanket	1 adult male
Walking through during run		Sweating, walking through, went for run	Arm band, headphones	1 adult male
Walking through towards parking	Across ampitheatre	Taking walk	Water	2 adult males (couple)
Taking pictures / walking	Across ampitheatre	Walking towards museums, taking pictures with phone	Backpack and duffel	1 college female

**SATURDAY**

### AEIOU Observations (9AM)

Activities	Environments	Interactions	Objects	Users
People taking photos	japanese garden	people petting dogs	camera	runners
people dog walking	trees	people dancing	dog leash	dog walkers/dog groip
men sitting on benches	spanish architecture	people setting up music for stage	running shoes	families
group of teens dancing,		photoshoot	bags	vendors selling food and jewlery
people running		people ton phone		

### AEIOU Observations (12PM)

Activities	Environments	Interactions	Objects	Users
eating	shade	musicians and listeners	planters	families
talking to one another	museums	people sitting on chairs and benches	ice cream cart	entertainers
riding bikes and electric scooters	ice cream stand	people using Lyft Scooters	snack booth	both tourists and locals
listening to live music	henna stand	People buying or getting servised by venders	trees	
lounging in rest areas	open area		tables and chairs	
buying ice cream/snacks				
entering/exiting museums				
walking dogs				

### AEIOU Observations (6PM)

Activities	Environments	Interactions	Objects	Users
Dancing	Center of Plaza	Dancing (ragtime?) in center of quad in pairs-color matching outfits	Speaker	3 adult female, 4 adult males
Riding scooter	Plaza	Riding lime scooter through quad	Lime, Backpack	1 adult female
Walking dog	Fountain in Plaza	Walking dog around fountain near greenery, dog is exploring greenery	St. Bernard dog	1 adult male, dog
Riding micromobility	Plaza towards Ampitheatre	Couple is riding through plaza onto street towards ampitheatre	Bike (rentable), Scooter (Bird)	1 college, 1 college female 2 college males, 2 college females
		Walked out of visitor's center		
Walking	Plaza	Walking with stroller past fountain toward shops	Stroller	1 adult male, 1 adult female, 1 non-binary child

Reading	Bench in plaza	Sitting on bench with headphones in, reading a book	Book, headphones	1 college male
Riding scooters	Plaza	Riding bird scooters through plaza through arches to shops	Scooters (Bird)	2 college females
Biking	Plaza	Biking from shops toward museums, stopped at restaurant	Bikes	1 adult male, 1 " female
Taking pictures	Bridge behind horse statue	Standing on bridge on phones / talking / taking pictures	Phones, Backpacks	2 teen females
Riding skateboard	Plaza	Riding in circles around plaza with no apparent destination	Skateboard	1 adult male
Riding micromobility	Plaza	Riding through plaza in circles	Bike, skateboard, scooter (non-electric)	3 teen males
Riding bikes	Plaza	Riding from shops to street towards ampitheatre	Bikes	1 teen male, 1 " female
Walking dog	Grass in front of visitor's center	Walking small dog through grass patches, pausing to let it play	Small dog on leash	1 senior male, 1 senior female, 1 dog
Walking dog	Grass in front of visitor's center	Riding scooters from shops to plaza, riding in circles, etc	E-scooters	1 college male, 1 " female
Walking dog	Grass in front of visitor's center	Walking dog through grass to restaurant in visitor's center	Small dog on leash	1 senior male, 1 senior female, 1 small dog
Walking	Prada Restaurant	Walking from museums to Prada restaurant, no trouble	Cane, Backpack	1 senior female
Riding bikes	Plaza	Rode from shops towards museums beeline	Bikes (rentable)	1 college male, 1 college female
Walking dog / Eating	Fountain in plaza	Walking with dog around fountain into restaurant	Small dog on leash	1 senior male, 1 senior female, 1 dog
Walking	Plaza	On a date, walking from shops towards ampitheatre		1 adult male, 1 adult female
Taking pictures	Bridge behind horse statue	Family stopped on bridge, taking pictures, walking away from bridge to get pictures in front of arches of visitor's center	DSLR	1 senior male, 1 " female, 2 adult male, 1 " female
Taking pictures	Visitor's center	Boy is taking pictures of girl in front of trees / building at visitor's center, girl taking pictures of other girl while sitting on patio tables near fountain	Phone	2 teen females, 1 teen male
Taking pictures	Plaza	Man taking pictures of plaza and different locations	Phone	1 adult female, 1 " male

Taking pictures	Roundabout in front of visitor's center	Taking photos of visitor's center	DSLR	1 senior male
Walking / Taking pictures	Plaza	Walking towards restaurant past fountain, playing with their children	DSLR, Backpacks	2 couples, 2 children male

Surveyors	Location	Time	Local / Tourist	Age Group (similar to pedestrian count sheet)	Male / Female / Nonbinary	What brought you to [Seaport Village/Balboa Park/Liberty Station] today?	What do you enjoy about this space?	Would you recommend this place to others, and if so, why? Who would you	What would you like to see here? What do you feel is lacking?	What are your favorite places to go? What are your favorite places in San Diego	Have you been here before? How often do you come here? / Why do you return?	Additional Notes
Chenyang & Mayra	Near museums		Tourist	2 Adults (25-55)	Male and Female	Came to a conference in San Diego and extended visit to explore the city. It was recommended by their boss in the Netherlands	It's relaxing, and wanted a green space to go on a run	Would recommend to a friend for the nice architecture and location	Didn't expect there to be many buildings. Expected more green spaces. Feels that there are too many cars in the area and wants more open areas for running.	Likes Ocean Beach and Mission Beach . Wants to visit relaxed locations	First time at Balboa Park	They Mentioned that it was difficult to access the park via foot. They thought accessibility to the site without a car was the most difficult part of Balboa Park. They have tried to access it before but couldn't find the right route through google maps.
Chenyang & Mayra	Near museums		Tourist	1 Adult Female (25-55), 1 male college (13-24)	Male and Female	came to Balboa park as part of the Hop on and Hop Off trolley tour. Not the first time at this location.	Wanted to explore the museums and have fun, wanted to check out the game museum.	Would recommend to others for the museums and the culture.	Could not think of anything lacking	Coronado	Has been 4 years ago. Wanted to check out museums.	They are interested in tours and learning about the history of the city and its culture.
Chenyang & Mayra	At pond		Local	Adult (25-55)	Female	Works as an anthropologist at the SD Museum of Man	At the pond in the morning, one can "get away from the crowds", and there's shady spots	Yes, loves the free botanical garden in particular. Would rec to anybody	More accessible options: more parking, more kids things, more free things	La Jolla Shores, OB / dog beach, Coronado, Cowles Mtn - they are all free!	Every day, 9-5 to work	Bikes Liberty Station, Seaport Village lacks "umph" and is "dead". "Infrastructure is failing", sad bc it is "iconic"
Chenyang & Mayra	Walked with them through walkway and small garden.		Local	Seniors (55)	Male and Female	Comes to Balboa Park a couple times a year for walks. They love the free activities like the Botanical Garden.	Enjoy the green spaces and the "free stuff"	yes, really enjoys the botanical gardens and the green spaces across the park	Female senior is on wheelchair and sometimes there can be accessibility challenges. They think there is plenty to see.	Old town for the history and shops. "Seaport Village is boring".	A couple times a year	They stick to walkways for accessibility purposes but claims that they travel everywhere.
Reem & Malka	In courtyard in front of fountain		local	Adult (25-55)	Male	Was on his lunch break and works at the Museum of Man.	He enjoys the open environment.	he recommends this place to everybody- no specific crowd.	He does not feel that anything is lacking.	Because he is younger, he prefers areas like Hillcrest and Northpark that are more oriented toward young people.	Everyday for work.	
Reem & Malka	On bench in front of fountain		Local	Adult (25-55)	Male	He came for the dog park and was taking a break on a bench.	he enjoys how dog friendly the area is and likes walking around during the day.	He would recommend this place to others, especially on weekends when there are more people walking around.	He thinks the space is not being used effectively. He wants more street performers and some kind of attractions. He would also add some kind of water source since the fountain is never on.	His favorite place is Coronado since there are more shops and attractions to see while walking around. It isn't dead.	Once a week to take his dog to the dog park.	He loves the space, he would just like to see it a bit more lively.
Reem & Malka	On a bench in front of the fountain.		local	adult (25-55)	Female	She brought her granddaughter for a walk in the park.	She loves walking around and meeting new people. She meets new people everyday she is there and everyone is very friendly.	She recommends this place to everyone, especially people with young kids.	She wishes the place was more clean since the ground and table always appear to be dirty.	She likes the zoo as well and takes her granddaughter there often.	He comes here every time he is in town; it is his favorite place in San Diego.	
Reem & Malka	Under a tree by the Museum of Art.		Tourist	Seniors (55)	Male	He was enjoying a morning walk at the park and was headed to a museum.	He loves the variety of museums. He loves the park and how much variety there is within it. He also enjoys the recital hall.	He recommends this place to everyone since there are all different sorts of museums, a zoo, a recital hall, and much more. There is something for everyone.	He would not change anything.	His favorite place is Northpark since there is such a large variety of shops and many of them have been there for a long time. He likes the antique record shops.		
Reem & Malka	In front of the Visitor center		local	adult (25-55)	Female	She was there for a company picnic.	it was her first time here but she liked how open the place was.	She would recommend this place to families, but not people of her age.	She had issues with parking and navigation, and she wished the parking lot was closer to the park.	She enjoys going to La Jolla Shores because there are many nice shops around and it is close to the beach which she prefers.	It was her first time here and she would likely not return for leisure because of the lack of attractions.	
Rachel & Jonathan	In front of Visitor Center	7:15-7:22	Local	Adult (25-55)	Male	Favorite park in san diego for running, walking	Good besides the weather - quiet and safe	Very likely to recommend friends and tourists - to here and seaport village	Yes, last ten years before they had more maintenance but last 5 years there's more trash on the sides best place in SD so should have more maintenance especially the buildings - should be repainted, get more community here, restrooms need cleaning (toward aerospace museum) where tourists most use	Like Seaport Village and Balboa Park -- Love Old Town and the Point Loma. Balboa is great you'll find anything (flowers). Old town takes really good care for being a historical park, a lot of maintenance and safe (rangers). Typically like cultural spaces (arts/clothing) but balboa is for everyone (family) and tourists	6 times a month for free time	Alone
Rachel & Jonathan	In center of courtyard in front of horse statue and museum of art at table	7:25-7:29	Local	Senior (55+)	Male	Son is going for therapy appt, love this park	Great - Very few places to come in the evening that's quiet	Very likely - take walks in the neighborhood, have lived in many cities, there are few places like this with plazas, parks, etc (european style)	Parking - whenever there's a major event or festival it's a "zoo" (chaotic) - I'll park away and walk or take the tram but people don't know about it. A multi-level lot would bring people to the park. No public transportation	Balboa Park is number 1. Mission bay is great bc it's outside, places to walk by the water, parking. Favorite activity is hiking / walking (likes national parks)	At least once a week, maybe twice	Listening to an e-book / reading the news. Likes to travel

Surveyors	Location	Time	Local / Tourist	Age Group (similar to pedestrian count sheet)	Male / Female / Nonbinary	What brought you to [Seaport Village/Balboa Park/Liberty Station] today?	What do you enjoy about this space?	Would you recommend this place to others, and if so, why? Who would you	What would you like to see here? What do you feel is lacking?	What are your favorite places to go? What are your favorite places in San Diego	Have you been here before? / How often do you come here? / Why do you return?	Additional Notes
Rachel & Jonathan	In center of courtyard in front of horse statue and museum of art at table	7:30-7:37PM	Local	Adult (25-55)	Male / Female	Date at sunset	F - architecture, likes being outside, beautiful	Likely to recommend - the fleet center - the prada for happy hour	Public transportation to the park - accessibility for people who don't live as close - might take away some of the peace of the park	M - Del Mar / La Jolla beaches bc SD is known for (weather / relaxing with water and sand) F - Torrey Pines for hikes, Sunset cliffs, Ocean Beach Favorite activity: F - adventures (hiking / outdoors) + relaxing (parks / reading) M - Adventure during day, stuff at night	F - Comes a 2-3x times a month bc lives close M - 3x a year doesn't live as close	F drove here
Rachel & Jonathan	In courtyard in front of museum of art (inside square space in between planters) on table working	7:38-7:42	Local	Adult (25-55)	Female	To journal and meditate	Pretty - live in a city (hilcrest) so this is pretty	100% - would recommend to come and sit / be	Don't know	Sunset cliffs / beaches (so pretty but traffic is brutal) naturally beautiful Favorite activity on vacation is working out outside (ocean swim)	4-5 times a week - live nearby - would go to the beach if I don't live near here so it's the only place that's pretty to come after work	Biked here Moved from SF where it's dirty and unsafe, love SD

	Location of Interview	Time	Age Group (similar to pedestrian count sheet)	Male / Female / Nonbinary	(Local / Tourist) Are you from San Diego?	[Transportation] How did you get here today?	What brought you to [Seaport Village/Balboa Park/Liberty Station] today? What did you eat outside?	When was the last time you visited? What brings you back here to day?	Can you tell us what you've done here so far today and what else have you done?	What is your favorite thing about [Seaport Village / Balboa Park / Liberty Station]?	Based on your [previous and] current visit, is there anything that would improve the area?	[Ask only if there's time!] What would you like to add?	Additional Notes	
Chenyang & Mayra	Japanese Garden Tea Stand Tables	10:00-10:15	Adult (25-55 yrs)	Female	Local	Drove(1 Hr Commute)	Volunteer for Bible Literature Group (Jehovah Witness)	2 weeks ago. Comes often as a volunteer.	Had a coffee, did some volunteer work. There was traffic but finding parking was no issue, got here early enough	The views, and the "beautiful scenes" Would recommend to a friend.	Would not change anything.	Gaslamp and Coronado because of the views. Likes the busy city feel and good food.		
Chenyang & Mayra	Entrance area between parking lot near hall of champions and statue roundabout	10:00-10:15	College (18-24 yrs)	1 Female 1 Male	Local	Drove (Parked in lot. Parking was not challenging to find)	visit musuems	August. It's his "zen place"	Just got here, parking was fine	Organ pavilion, museums	Nothing	La Jolla Cove (for the seals), Birch Aquarium (learning opportunities)		
Chenyang & Mayra	In front of Japanese Friendship Garden	~11 AM	Senior (55+)	Male	Local	Drove (Parked in lot. Parking was not challenging to find, but on Sundays when there are special events, it can get difficult.)	Greyhound owner meetup	Last Saturday	Walked in to	Loves how many people there are here. Sets the stage for showing off the vibrant Greyhound community.	Would change nothing	Greyhound meetups have been going on here for 10+ years. Lots of places to walk and lots of opportunities for Greyhound adoption advocacy.		
Chenyang & Mayra	In front of Prado Cafe	~11:15 AM	Adult (25-55 yrs)	1 Female 1 Male	Tourist	Walked	They researched and found the spot online. Mainly just wanted to "soak up the atmosphere" and the energy here	N/A	Visit the fountain; unsure what else there is to do here for free	Other families, like the Spanish architecture; it reminds him of where he used to live	Would change nothing	Likes going to places for atmosphere and ambiance		
Jonathan + Rachel	On table in plaza	7:13:00 PM	Adult (25-55 yrs)	Male	Local	Bicycle	Just moved here, wanted to check it out. Heard it was nice. Wanted to sit outside and work instead of inside the apartment	Second time being here. Came when 9 years old.	Rode bike in, parked, came to open table in shade to work on laptop	Would recommend to anyone who doesn't want to be cramped inside. It's an open atmosphere, music, skateboarders going around	It's hotter than expected other than that nothing's been a problem	Have been to mission beach. Likes to play sports, sight-seeing, go to the beach	Lives in North Park. Pretty similar to open areas in wisconsin. It's bigger here, nice change. Kids are not as annoying as they could be	
Jonathan + Rachel	On table in plaza	7:20 PM	Adult (25-55 yrs)	Male	Local	Drove	Came here to read / sit	Last weekend. Came to check it out (first time coming).	Read	It's a good atmosphere. Easily accessed. Around the area would recommend to the relaxed person (looking for leisure/ recreational activities)	Nothing really	Likes to visit beaches in SD (likes atmosphere), downtown (not as accessible, can't park anywhere), has to find a lot and pay). Visitation activity is going to atmosphere that aren't typical daily ones (beach, mountains, parks with cultural stuff)	Moved here recently. From mid-town	
Jonathan + Rachel	On bench in amphitheatre	7:33	Senior (55+)	Male	Local	Live here	Live here (homeless)	Everyday	Made food, took dog for a walk, used free wifi, listened to Aztec game against UCLA, walked dog again, went to amphitheatre for religious event (walk around bc dog isn't let into places)	Power wash the grounds (points to dirty trails near trash bin). Video surveillance, parking lots, light posts to run to in case of emergencies, MORE SECURITY.	Fiesta island, sunset cliffs, mission beach, coronado beach. Likes the fresh air, swimming in the ocean.	Has had people steal from him here, people tried to steal his dog. (dog was in interview). Seen open drug use in park.		
Malka Reem	Courtyard by Panamas restaurant	13:00	College (18-24 yrs)	Female	Local	drove in personal car	Date at the museum	A long time ago, going to the museum, dont come often	Just got here, just going to the museum and maybe get some food after somewhere else	Go to the zoo first thing in the morning or at night during sunset.	More shade, it is really hot		Participant was rushing to get into the museum, but sitting under an umbrella that provided her shade	
Malka Reem	Courtyard by Panamas restaurant	1:00 PM	College (18-24 yrs)	Female	Local	drove in personal car	Meeting with friend	few weeks ago, my friends , only comes out more often because about to start grad school program	just got here and im going to eat at panamas with frennd	loves the restaurants, would definitely recoment parking	need more accessible parking	Convoy street for food and the beach		
Malka Reem	in coutyard by nonworking fountain	1:20:00 PM	College (18-24 yrs)	Female	Local	drove in personal car	Watching a performer who is a friend'	Comes twice a week to support friends	sitting on my phone in the shade texting but leaving after performance	entertainment, coll place overall, like to hang out sometimes would recommend	Would add more food options, there are not a lot of options and the ones that are here are expensive	enjoy walking at the sunset cliffs because of the scenery		
Malka Reem	outside museum, close to still water pond	150pm	College (18-24 yrs)	Female	Tourist	Drove from LA	Came to see San Diego	First time	Just go here 5 minutes ago, about to go visit a few museums.	There are a lot of friendly people, really nice architecture on the buildings	wouldnt change anything . its really nice and spread out, its not overcrowded	going kayaking in La Jolla		

### WEDNESDAY

#### ACTIVE PEDESTRIAN COUNT (9AM)

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	0	4	0	
Teen (13-17 yrs)	8	12	0	
College Age (18)	1	1	0	
Adult (25-55 yrs)	19	22	0	
Senior (55+ yrs)	11	6	0	
Cyclist	0	0	0	
Wheelied Transp.	0	0	0	
Total Tallys	39	45	0	

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	1	2	0	
Teen (13-17 yrs)	0	0	0	
College Age (18)	2	1	0	
Adult (25-55 yrs)	14	11	0	
Senior (55+ yrs)	14	8	0	
Cyclist	0	0	0	
Wheelied Transp.	1	0	0	
Total Tallys	32	22	0	

#### STATIONARY PEDESTRIAN COUNT (9AM)

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	0	2	0	
Teen (13-17 yrs)	0	0	0	
College Age (18)	0	0	0	
Adult (25-55 yrs)	2	3	0	
Senior (55+ yrs)	4	3	0	
Cyclist	0	0	0	
Wheelied Transp.	0	0	0	
Total Tallys	6	8	0	

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	1	1	0	
Teen (13-17 yrs)	0	0	0	
College Age (18)	0	0	0	
Adult (25-55 yrs)	7	11	0	
Senior (55+ yrs)	1	1	0	
Cyclist	0	0	0	
Wheelied Transp.	0	0	0	
Total Tallys	9	13	0	

Total 86 88 0

#### ACTIVE PEDESTRIAN COUNT (12PM)

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	0	2	0	
Teen (13-17 yrs)	10	2	0	
College Age (18)	0	3	0	
Adult (25-55 yrs)	9	4	0	
Senior (55+ yrs)	1	6	0	
Cyclist	0	0	0	
Wheelied Transp.	0	0	0	
Total Tallys	20	15	0	

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	2	1	0	
Teen (13-17 yrs)	29	30	0	
College Age (18)	2	1	0	
Adult (25-55 yrs)	8	9	0	
Senior (55+ yrs)	6	5	0	
Cyclist	0	0	0	
Wheelied Transport	0	0	0	
Total Tallys	47	45	0	

STATIONARY PEDESTRIAN COUNT (12PM)

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	0	0	0	
Teen (13-17 yrs)	5	13	0	
College Age (18)	0	0	0	
Adult (25-55 yrs)	0	2	0	
Senior (55+ yrs)	0	0	0	
Cyclist	0	0	0	
Wheelied Transport	0	0	0	
Total Tallys	5	15	0	

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	5	13	0	
Teen (13-17 yrs)	0	0	0	
College Age (18-24 yrs)	2	0	0	
Adult (25-55 yrs)	0	1	0	
Senior (55+ yrs)	0	0	0	
Cyclist	0	0	0	
Wheelied Transport	0	0	0	
Total Tallys	5	15	0	

Total 77 90 0

### SATURDAY

#### ACTIVE PEDESTRIAN COUNT (9AM)

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	2	1	1	
Teen (13-17 yrs)	1	1	0	
College Age (18)	2	6	0	
Adult (25-55 yrs)	11	14	0	
Senior (55+ yrs)	8	8	0	
Cyclist	0	0	0	
Wheelied Transp.	0	0	0	
Total Tallys	24	30	1	

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	3	4	0	
Teen (13-17 yrs)	0	1	0	
College Age (18)	2	7	0	
Adult (25-55 yrs)	14	14	0	
Senior (55+ yrs)	3	7	0	
Cyclist	0	0	0	
Wheelied Transp.	0	0	0	
Total Tallys	21	29	0	

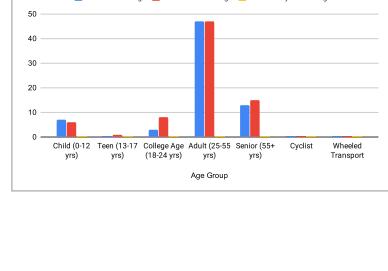
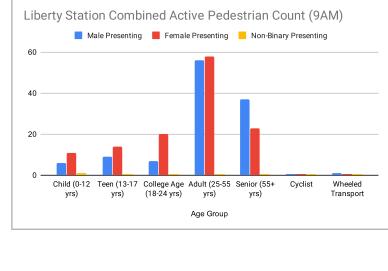
#### STATIONARY PEDESTRIAN COUNT (9AM)

	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	1	0	0	
Teen (13-17 yrs)	0	0	0	
College Age (18)	2	1	0	
Adult (25-55 yrs)	14	14	0	
Senior (55+ yrs)	3	7	0	
Cyclist	0	0	0	
Wheelied Transp.	0	0	0	
Total Tallys	20	29	0	

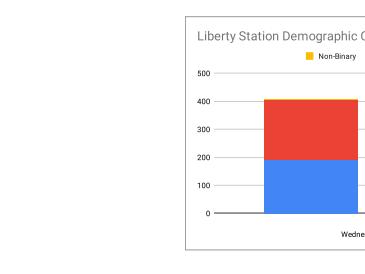
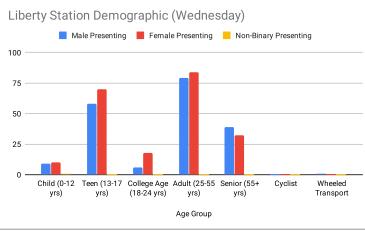
	Male Presenting	Female Present	Non-Binary Present	
Child (0-12 yrs)	5	3	0	
Teen (13-17 yrs)	0	0	0	
College Age (18)	1	1	0	
Adult (25-55 yrs)	24	19	0	
Senior (55+ yrs)	5	4	0	
Cyclist	0	0	0	
Wheelied Transp.	0	0	0	
Total Tallys	35	27	0	

Total 100 115 1

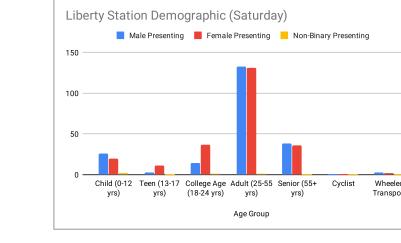
### Combined Pedestrian Count (Wednesday and Saturday)



### All Day Wednesday Pedestrian Count



### All Day Saturday Pedestrian Count



#### ACTIVE PEDESTRIAN COUNT (6PM)

#### ACTIVE PEDESTRIAN COUNT (8PM)

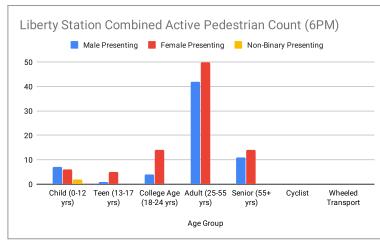
#### Male Presenting Female Present Non-Binary Present

Child (0-12 yrs)	2	1	
Teen (13-17 yrs)	1		
College Age (18-24 yrs)	1	10	
Adult (25-55 yrs)	9	6	
Senior (55+ yrs)	1	1	
Cyclist			
Wheeled Transport			
Total Tallys	14	18	0

Child (0-12 yrs)	2	3	1
Teen (13-17 yrs)		5	
College Age (18-24 yrs)	1	1	
Adult (25-55 yrs)	16	20	
Senior (55+ yrs)	4	7	
Cyclist			
Wheeled Transport			
Total Tallys	23	36	1

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	1		1
Teen (13-17 yrs)		2	
College Age (18-24 yrs)		2	
Adult (25-55 yrs)	6	11	
Senior (55+ yrs)	1		
Cyclist			
Wheeled Transport			
Total Tallys	7	14	1

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	2	2	
Teen (13-17 yrs)	1		
College Age (18-24 yrs)		2	
Adult (25-55 yrs)	11	13	
Senior (55+ yrs)	6	5	
Cyclist			
Wheeled Transport			
Total Tallys	21	21	0



STATIONARY PEDESTRIAN COUNT (6PM)			
	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)			
Teen (13-17 yrs)			
College Age (18-24 yrs)			
Adult (25-55 yrs)	1		
Senior (55+ yrs)	1	1	
Cyclist			
Wheeled Transport			
Total Tallys	2	1	0

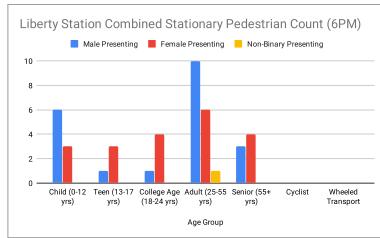
  

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	2		
Teen (13-17 yrs)	1	3	
College Age (18-24 yrs)		2	
Adult (25-55 yrs)	5	3	1
Senior (55+ yrs)	1	2	
Cyclist			
Wheeled Transport			
Total Tallys	12	13	1

	Male Presenting	Female Present	Non-Binary Present
Child (0-12 yrs)	2		
Teen (13-17 yrs)		3	
College Age (18-24 yrs)		2	
Adult (25-55 yrs)	4	3	
Senior (55+ yrs)	1		
Cyclist			
Wheeled Transport			
Total Tallys	6	3	0

Total 29 36 1

Total 57 73 2



TOTAL PEDESTRIAN COUNTS			
	Male	Female	Non-Binary
Male	86	88	0
Female	77	90	0
Non-Binary	29	36	0
Total	192	214	0
			406

TOTAL PEDESTRIAN COUNTS			
	Male	Female	Non-Binary
Male	99	115	1
Female	60	48	37
Non-Binary	57	73	2
Total	216	236	40
			492

# WEDNESDAY

## AEIOU Observations (9AM)

Activities	Environments	Interactions	Objects	Users
Walking, phone call	Courtyard, dirtpath	Walking, staying under shade	Cellphone Stroller filled w/ empty plastic bottles	Adult male
Strolling, Walking	Courtyard, shaded path	Pushing stroller Sitting on bench, smoking in shade		Adult male
Sitting, Smoking	Shaded area of ctyrd.		Courtyard bench, cigarette	Adult female ~26 middle school students (1 wheeled transport)
Walking to fieldtrip	Shaded dirt path.	Talking, walking on path	Students holding clipboards	
Taking selfie in front of fountain	Unshaded dirt path, near fountain.	Posing in front of fountain for picture	Laptop, cellphone in hand, courtyard fountain	Adult female 4 male teenagers, students
Taking pics in front of trees/fount.	Unshaded patch of grass	Posing in front of trees/fount. for pic	Cellphone, trees, Courtyard fountain	
Stretching, letting dog roll in grass	Unshaded patch of grass	Sitting on grass, letting dog off leash	Dog leash, Starbucks drink	1 adult female, 1 small dog
Walking from restaurant	Shaded dirt path	Walking, staying under shade	Headphones	1 elderly man and 1 elderly woman
Pushing stroller, walking	Shaded, cement path	Pushing stroller walking under shade	Sunhat, stroller, infant child in stroller	Adult female
Drinking coffee, playing with his dogs	Shaded patch of grass	Adult male sitting in shaded grass area, playing with his dogs	Dog leash, soda from restaurant	1 adult male, 2 dogs (1 small, one large)

## AEIOU Observations (12PM)

Activities	Environments	Interactions	Objects	Users
museum visits	green spaces	people sitting on grass	benches with no shade	high school students (High Tech High)
shopping opportunities	museums	people buying food, art	strollers,	tourists
frisbee players	food vendors	people on lunch break	umbrellas	employees
soccer players	art galleries	taking photos	laptops	High Tech High faculty
dog walking	loud noise from aircrafts passing overhead	people who bring their own lawn chairs to sit on the green	backpacks, extra curricular items (instruments, tennis racquet bags)	
exploring	soft music from shops	HTH students eating lunch, chatting, walking around	recreational activities (soccer balls and frisbees)	
	grocery stores	teacher and student interactions on lawn	air pods and cellphones	

## AEIOU Observations (6PM)

Activities	Environments	Interactions	Objects	Users
walking dogs	water fountains	animals	benches	couples
sitting down	restaurants	water fountain	table and chairs with umbrellas	children
eating	eating areas	benches and seats	water fountain	families
having conversations	shopping stores	other people		adults
walking	grassy lawn			Seniors
	sunny and shady			

## SATURDAY

### AEIOU Observations (9AM)

Activities	Environments	Interactions	Objects	Users
Walking / Shopping	Starbucks, Passed Breakfast Rep.		Starbucks bag, Coffee Box	1 adult female 1 adult male, 1 adult female (couple)
Eating / Shopping	Moniker General	Going into cafe to get something		1 adult male, 1 adult female (couple)
Walking / Finished eating	Breakfast Republic	Finsihed eating, walking away	Coffee cup	1 senior male, 1 dog
Walking / Shopping	Moniker General	Walked in with dog on leash	Goldendoodle	2 adult females
Walking / Shopping	Moniker General	Walked into Moniker General	Athletic clothing	3 adult male / 1 adult female
Shopping / Eating	Moniker General	Waiting on drinks, ordered coffee	Iced Coffee, Sweaty / Athletic Clothing, Arm bands for running	1 senior male, 1 adult male, 3 teen female, 1 adult female (family)
Waiting / Eating	Breakfast Republic	Put name down for Breakfast Republic, waited a while then left back into car without being seated	Md. Size Australian Sheperd	1 adult, 1 adult female, 1 dog
	Breakfast Republic	Exited Breakfast Republic outdoor seating		1 adult male, 1 adult female
	Moniker General	Drinking coffee and talking outside of moniker general	Iced Coffee	
	Sidewalk in front of cafe	Talking on phone, walking around cafe	Athletic clothing, phone	1 adult female
Exercised / Shopping	Moniker General	Walking into Moniker General	Athletic clothing, sweating	3 adult female, 1 adult male
Waiting to eat	Breakfast Republic	Dropped off via Lyft, waiting for table at Breakfast Republic	Hydroflasks	2 college females
	Breakfast Republic	Seniors guiding children away from breakfast republic		2 female children, 2 male ", 1 senior male, 1 " female

	Breakfast Republic	Sat down on outdoor bench near breakfast republic	Crutch	1 adult female
Waiting to eat / Shopping	Breakfast Republic	Got in line for breakfast republic	All holding starbucks drinks	2 teen females (siblings?), 1 adult male, 1 " female
	Breakfast Republic	Sitting outside of breakfast rep. waiting for table		3 college females
Eating / Sitting	Moniker General	Sitting at outside patio of Moniker General, mom feeding children banana	Banana, 2 iced coffees	1 adult male, 1 " female, 1 female child, 1 non-binary baby (family)
Shopping / Drinking / Sitting	Moniker General	Dad holding baby while sitting on patio table, mom grabbing food	Coffee, Stroller	1 adult male, 1 adult female, 1 non-binary baby
	Breakfast Republic	Walking away on phones	Phones	2 college females, 1 college male
Walking	Sidewalk in front of cafe	Walking around cafe	Stroller	1 adult male, 1 adult female, 1 non-binary baby (family)
Walking / Shopping	Towards breakfast republic hall	Walking around with coffee	Athletic clothing, iced coffees in hand	2 adult females
Walking	Breakfast Rep. past Mon. Gen.	Woman pushing stroller straight down path, taking walk	Stroller	1 adult female, non-binary baby
Biking	Around Moniker General	Biked from sidewalk behind Moniker Gen. to road	Bike	1 adult male
Walking dog	Past Moniker General	Walking past Moniker general with dog on leash	Small dog, woman in athletic clothing	1 senior male, 1 " female, 1 dog
Shopping	Moniker General	Waiting outside of Moniker General for their food	Children holding new stuffed animals	1 adult female, 1 " male, 2 female children
	Pigment, Moniker General	Walking children	Stroller, Coffee	1 adult male, 1 " female, 1 female child, 1 non-binary baby in carrier
		Walked from hall near breakfast republic, tried going into Pigment store, entered Moniker General	Athletic clothing, 1 coffee	2 adult females

#### AEIOU Observations (12PM)

Activities	Environments	Interactions	Objects	Users
Families eating lunch	quiet, calm spaces	two weddings taking place	Stroller	Couples
People on Blankets	Liberty Market	Children running	Grocery bags	families

people sitting on benches talking or on phones.	Art Galleries	children in strollers.	children's toys	children
people grocery shopping	Watercolor Society Museum of New Americans	People hugging Families on blankets	dog leashes Cameras	dogs dog walkers photographers

### AEIOU Observations (6PM)

Activities	Environments	Interactions	Objects	Users
Eating food brought from home	Large lawn area	touching water at the fountain	balloons for 1st birthday photo shoot	Families
Eating snacks	water fountain	seating	blankets to lay on grass	individual adults
Talking on phones or amongst others	restaurants	lawn area	Lyft scooters	teens seniors/ grandparents w/ grandchild
Riding Lyft scooters	grocery stores			
Listening to music through headphones	offices			
Watching the water fountain jump				
Passing through				
sitting down on lawn				
sitting down on benches				
sitting at table with umbrella				
Taking pictures				
walking children in strollers				
walking dogs				

Surveyors	Location of Interview	Time	Local / Tourist	Age Group (similar to pedestrian count sheet)	Male / Female / Nonbinary	What brought you to [Seaport Village/Balboa Park/Liberty Station] today?	What do you enjoy about this space?	Would you recommend this place to others, and if so, why? Who would you recommend this place to?	What would you like to see here? What do you feel is lacking?"	What are your favorite places to go? What are your favorite places in San Diego and why? What do you like about those places? What type of places do you enjoy going to in your leisure time / on your vacation?	Have you been here before? / How often do you come here? / Why do you return?	Additional Notes
Jonathan & Rachel	In grass of courtyard under a tree	10:05-10:35 AM	Local	Adult (25-55)	Male	The open space - Used to study here and it's an area you can bring dogs to run around	-Love it - It's quiet -Enjoys environment to walk around (favorite place to eat is Panera b/c it's cheap and easy)	Pretty likely to if they want something specific like food (his favorite is tender greens)	N/A	-Favorite place is Crown Point for its walkability to different places -Enjoys sitting at beach	-YES -Varies - Come about 1-2x per week	Had 2 adult dogs, UCSD Med School Alumni
Jonathan & Rachel	In front of Panera on a table in the shade	10:05-10:35 AM	Local	Adult (25-55)	Female	Work here (at the Middle School down the street)		Yes but not this spot (boiling near Starbucks but fun down the street near breweries) "after work fun"	More options for things in this area (ex: lunch) to bring diversity. "There's a set group of people that come"	Likes SD overall (Ocean Beach, Hillcrest, Pt. Loma) - lot of things to do - Hillcrest for socializing/letting loose; Pt. Loma for relaxing with 1 year old	-YES -Comes every day for work	Has 1 year old child, Likes La Jolla Coves
Jonathan & Rachel	In front of Panera on a table in the shade	10:05-10:35 AM	Local	Adult (25-55)	Female	Applying/Interviewing for a position at the Middle School	It's peaceful	Pretty likely to recommend near the markets (not near Starbucks) - She's been there once but wants to go again	Nothing	Ocean Beach: lots to do/free spirited people/drum circles, people selling, beach -Hillcrest: my people/ restaurants -Likes beach, cafes to read/write, parks to paint nature/sun, solitude/ shared spaces	Every so often	
Chenyang & Mayra	Women's Musuem	~12:30 PM	Local	Senior (55+)	Female	She works for the gallery keeper for the Women's Musuem	Houses one of the only three women's musuems in the nation	Yes	The space housing genuine, homegrown artistry and not just "token artists"	Balboa Park- there's always something going on	Yes, comes every day for work	Before, most tourists would find the place just by wandering in, but now people are purposefully seeking out LS as an attraction; feel it has gained a lot of merit
Chenyang & Mayra	Outside of Women's Musuem in corridor	~12:30 PM	Tourist	College Age (18-24)	1 Female 1 Male	From Rancho Cucamonga, visits SD often for vacation	Similar to Anaheim Packing House where they're from, but chill. Anaheim Packing House is more "bustling"	Yes, like the nice "walk" it can offer with systematic building layout. Architecture is clear and open with plenty of shade.	Want more shops, current offerings are not interesting	Balboa Park (too hot not enough shade, and Japanese Tea Garden and musuems too expensive; this leaves not much to do), jet skiing, Seaport Village (too crowded)	Many times to vacation	
Chenyang & Mayra	Women's Musuem	~12:30 PM	Tourist	Adult (25-55)	Female	In town for a conference, wanted to get food "if [they] can find it"	Food	Yes	Unable to say	Found place on Google. Also is visiting Birch Aquarium and The Children's Museum for its kid friendliness and low cost. Skipped the zoo at Balboa bc of its extravagant price as compared to back in El. Likes	First time	
Chenyang & Mayra	Outdoor seating area outside of market area	~1PM	Tourist	College Age (18-24)	Female	Word of mouth - heard that there were many vendors. Grandparents live in Del Mar. Good place to study; currently in dental school. From Wisconsin	Met expectations for good food and diverse food options	Yes	Unable to say	Unable to say	First time	Drove here, able to find parking easily, unaware of galleries and artist alley.
Chenyang & Mayra	outside near shops	1:00 PM	Local	Teen (13-17)	male	A student at high tech high. Comes to liberty station for lunch	A good place to get lunch, different food spots.	yes	Wants something more interactive, there's an expensive movie theater but not much to do	Coronado beach - it's a nice neighborhood.	yes, everyday for lunch. Students can take their lunch break there	Student was on crutches and said it was difficult to move around the location.
Team 1	behind Luna Grill	7:20 PM	Local	Adult (25-55)	Female	Meeting someone for dinner, sitting down in a peaceful space	different shops, food, water fountain	yes because its nice	night life, accessable transit to the station, really confusing place, nothing really draws tourists here, not lively,	All of san diego, i cant just choose one place, ucisd alum	yes, the calm aubiaunce	
Team 1	grass coutyard at a bench	7:30	Local	Adult (25-55)	Female	on a first date	the aubiaunce, open green space, the fountain	most definetly because i come here all the time	another water fountain, a bubble machine, more interactive activities, kiosks	Balboa park because it is beautiful there	Yes, I come here all the time	
Team 1	grass coutyard at a bench	7:30	Local	Adult (25-55)	Male	on a first date	the aubiaunce	Yes, it is very calm and beautiful and has great shops	Live music, classical music to match the aumbiaunce	Balboa park because i like to go jogging there	No, this is my first time here	
Team 1	grass coutyard	7:40	Local	Adult (25-55)	Male	Walking dog	open grass area, love walking dog	yes becuase of the shops and its a good place to walk dogs	retail should stay longer because rent value is really high, there was a hardware store closed	Balboa park	yes i come here often	

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Team 1	grass courtyard	7:40	Local	Adult (25-55)	Female	Walking Dog	everyday routine, lives really close by	yes i really enjoy it here	i was here before it was liberty station and it is very beautiful but it needs a dog park	the dog park across the street	yes i come here everyday	

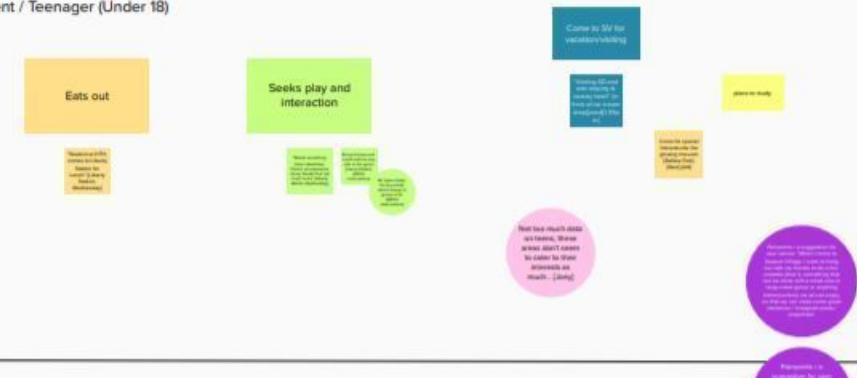
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Jonathan + Rachel	Plaza in front of Fig Tree Cafe	10:40 AM	Senior	Female	Local	Drove	Used to live in the area, whenever nearby come here (favorite restaurant is Fig Tree)	April (5 months ago). Come once a month right now but before it's every 3 months	Enjoyed hotel, Now going to breakfast here, usually stay in the gaslamp area	Love the open air, the restaurants, the openness, love the market. Absolutely - to family and friends (keep bringing people who are visiting to show off SD)	Nothing she'd change	Going to zoo, wants to go to sunset cliffs. Likes seeing attractions, doesn't like amenities that come with a hotel
Jonathan + Rachel	Plaza in front of Fig Tree Cafe	10:47 AM	College	1 female, 2 males	Local	Drove	Fig tree cafe (their favorite)	3 months ago	Parked and came to cafe	Like the history of the place, nice landscaping, outdoors are nice. Would recommend to families / adults over 20. For people who want to eat good food	More retail shopping, rather than food	Favorite vacation is trying different restaurants. Like Old Town, PB, Fashion Valley (like food in Old town, walkability / can do whatever)
Jonathan + Rachel	Plaza in front of Fig Tree Cafe	10:51 AM	Adult	1 male	Local	Drove	Fig tree bc of girl's recommendation	3 months ago (with the girl)	Drove from hotel and came to cafe	History is cool (used to be boot camp for navy) then branched out. Love the history. Would recommend it to everyone (food is good - Stuffed is good)	I don't know what's in here. I just found a place recently and I've lived here for a year	Wants to go to amusement parks (Disneyland, Seaworld)
Jonathan + Rachel	Plaza in front of Fig Tree Cafe	10:51 AM	Adult	1 female	Local	Drove	Fig tree (likes it)	3 months ago	Drove from hotel and came to cafe	Fig Tree, Dirty Birds	A lot of the stuff here is really expensive	Likes the beach (PB)
Chenyang & Mayra	Green space by fountain outside of Trader Joes		Adult	1 male	Tourist	Walked- walking distance from hotel	Walked to Liberty for quiet space and to drink tea. Likes the open area and likes to walk around, grab food.	Yesterday. Comes frequently he works with the Navy Base	had food, tea, and walked around the station. No challenges throughout the day.	Likes that there are no cars inside the station, likes that it's not too crowded, and that it's walkable, "not a car person". Likes the many food locations. Would	Would include a bookstore, thinks airplane noises are annoying,	Likes Gastero but claims that he is "over it". Likes Little Italy. Likes spaces that are walkable. Likes Balboa Park but the place is too crowded
Chenyang & Mayra	Outside of five guys, facing interior	~2pm	Senior (55+)	Male	Yes	N/A	Open drinking at NTC park	Comes weekly, came a few days ago. Likes places with not a lot of people.	N/A	Liberty Station is a really flexible place for big or small groups.	Needs more drinking fountains (workaround: goes to Five Guys to ask for water), and better cell phone reception	Participant regarded this information as esoteric and did not wish to disclose.
Chenyang & Mayra	Outside of Cathedral	2:00 PM	Senior (55+)	2 Male, 1 Female	Tourist	Drove	Came for a walk on a beautiful day wanted to escape the heat. Came to the public market, a cafe, to buy tea.	5 months ago.	went to shop at the public market, went to eat at a cafe, and hang out outdoors.	Likes the green landscape, the historic architecture and the variety of art, shops, museums.	Would improve public transit to the station and within the station. Wants more wayfinding signs within Liberty Station.	Likes to visit the waterfront, balboa park, san diego state, old town
Malka and Reem	Bench by Large lawn courtyard	6:40 PM	Senior (55+)	Male	Local	Personal Bike	Nice place with seating and shade to check emails. Go grocery shopping at Vons, very calm	2 times out of the week for food	going to get groceries after checking emails , no challenges in finding seating and shade	very calm, love people watching, watching people with their families and kids	Too much airplane noise	Marine man, stays in the ocean
Malka and Reem	Walking through Large Lawn Courtyard		Adult	Male	local	drove personal car	went to the movies	Comes very often, last week was the last time	I just went to eh movies, now going back home	I would recommend, they have nice food options here and cool things to do	add more weekend events, live music, venters, food trucks	loves old town
Malka and Reem	Walking Dog around Large Lawn Courtyard		Adult	Male	Local	drove personal car	Walking dog, quiet peaceful place	comes often to wwalk dog	enjoy time in the area	good mix of chains and local businesses, perfectly landscaped and properly planned, believes that everyone should spend some time here	Sees no issues with the area, believes that other areas in San Diego needs more help in development and Liberty station is perfect as it is	
Team 1	grass court yard	7:40	Adult (25-55)	Female	Local		Walking Dog	everyday routine, lives really close by	yes i really enjoy it here	i was here before it was liberty station and it is very beautiful but it needs a dog park	the dog park across the street	yes i come here everyday

# Organizing Personas

Senior Citizen



Student / Teenager (Under 18)



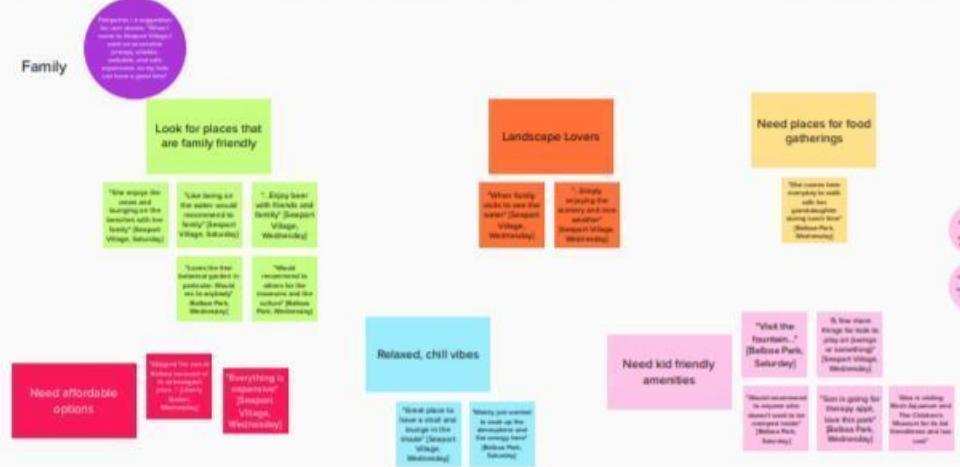
College-Aged Students (18-22)



Tourist



Family



## Organizing Strengths

Seaport Village



## Liberty Station



## Balboa Park

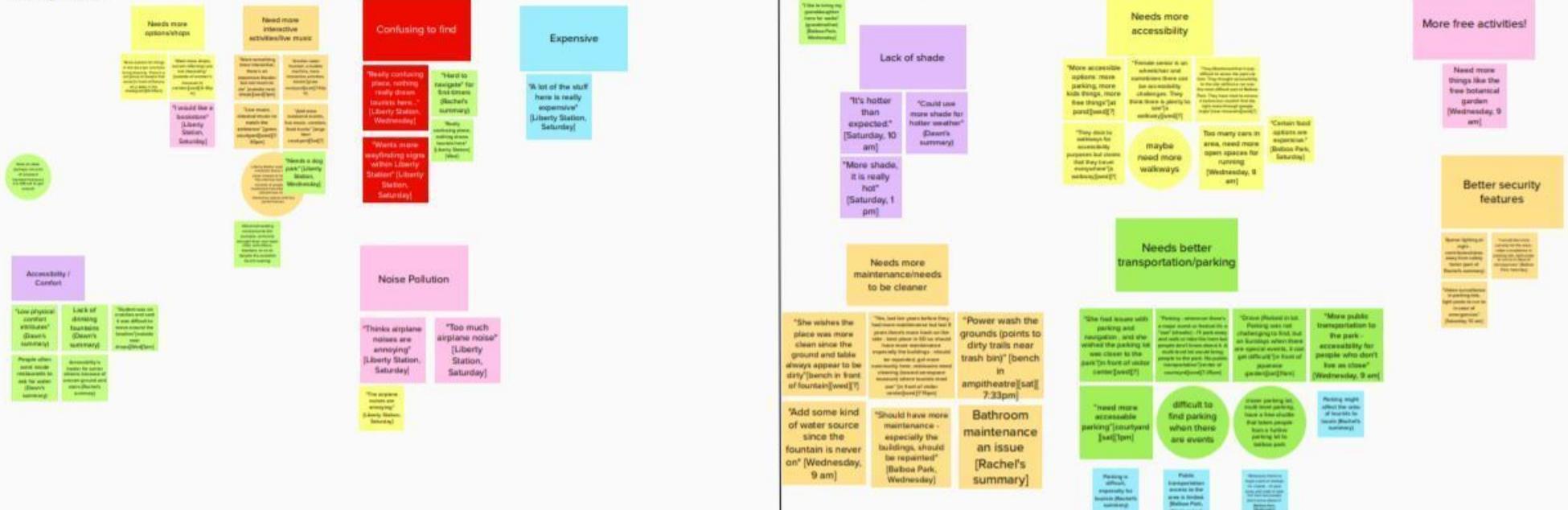


# Organizing Concerns

Seaport Village



Liberty Station



Balboa Park

