

The City is the People

Measuring the power of
place with Happy Cities'
public life study tool

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Happy Cities
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Lost purse!?



Found purse!

Legend

- Viewing direction
- Guided route

- Residential laneway pairing
- Green space pairing
- Intersection pairing







More trusting

A photograph of a city street intersection. In the foreground, a wide rainbow-colored crosswalk is painted on the asphalt. Two women are walking across it. To the left, a blue car is parked. In the background, there are trees, a multi-story apartment building, and a traffic light showing green. A white utility box is on the sidewalk. The sky is blue with some clouds.





**More trusting
Care for place**

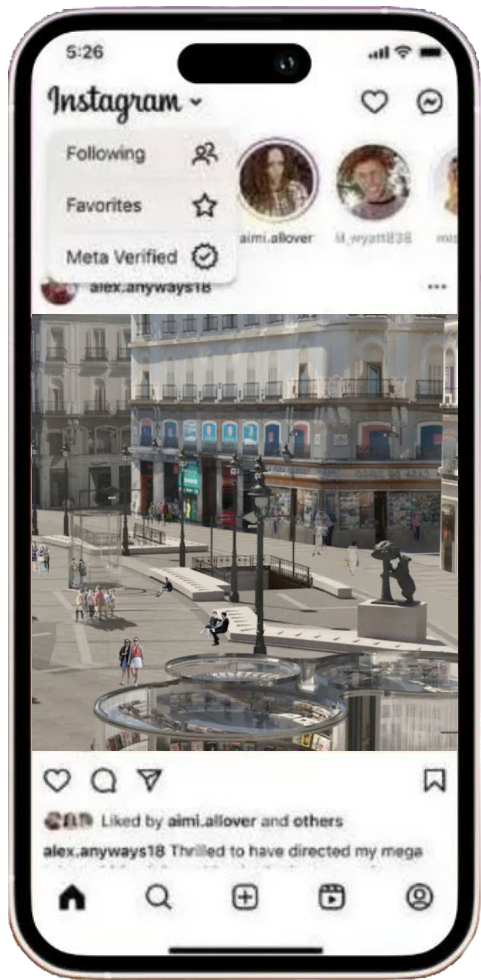
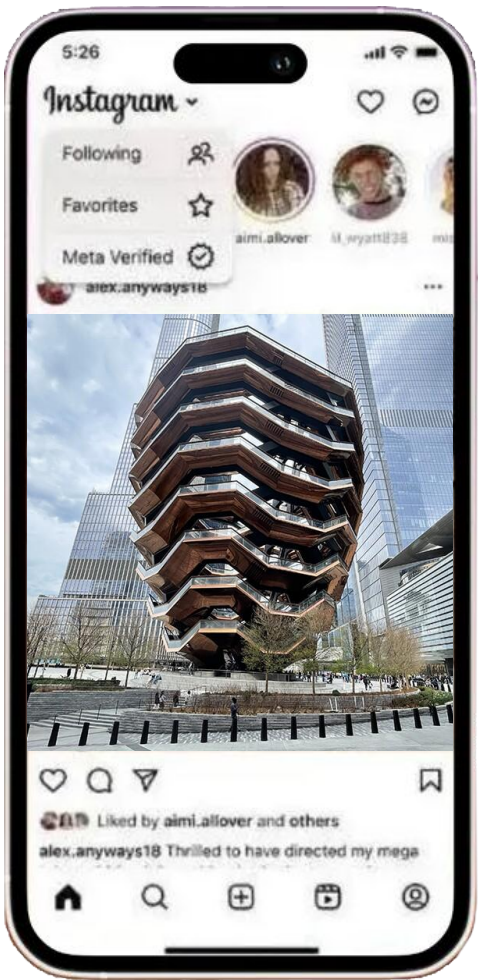
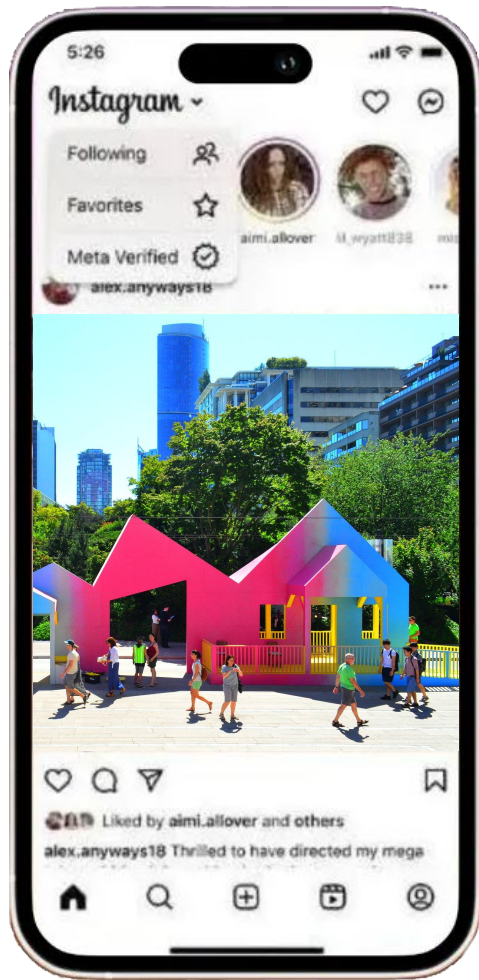


**More trusting
Care for place
Likely to return**



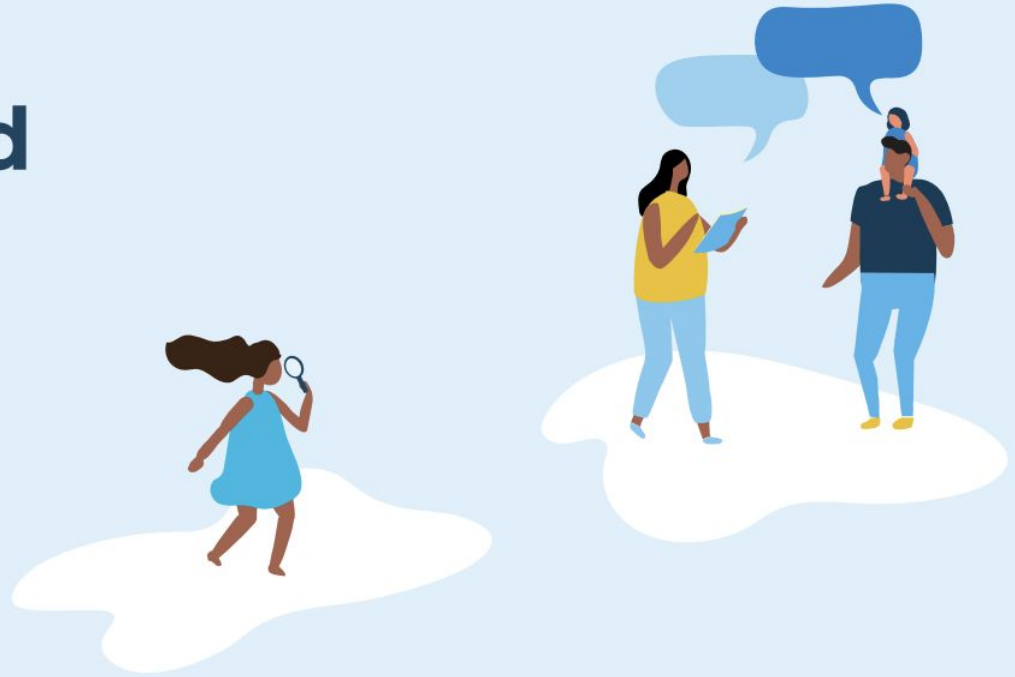
The background of the image features a solid blue color with a pattern of overlapping, semi-transparent concentric circles and vertical stripes in varying shades of blue, creating a layered, architectural effect.

The way we design
communities can help
or hinder human
happiness.





**Measure how
people feel and
act in shared
spaces.**



Subjective wellbeing intercepts



Behaviour Observation



1. This location reflects my community.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

2. This is the kind of place I would choose to meet with friends.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree

-
- A photograph showing a wide, flat, light-colored paved area, likely a plaza or a large walkway. The surface has a textured, slightly uneven appearance. A dark, elongated shadow is cast across the middle of the frame, suggesting a person or object is standing just out of view. The background is slightly out of focus, showing a low wall or fence line.





Inclusion



Trust



**Social
connection**



Belonging

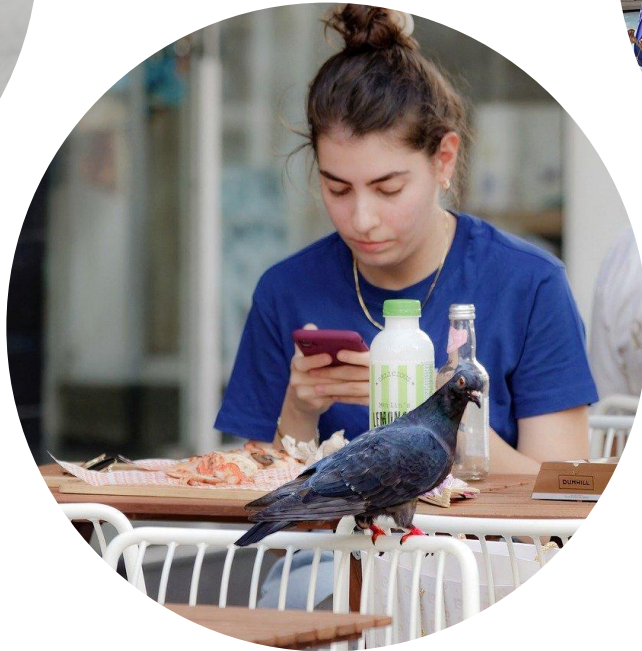


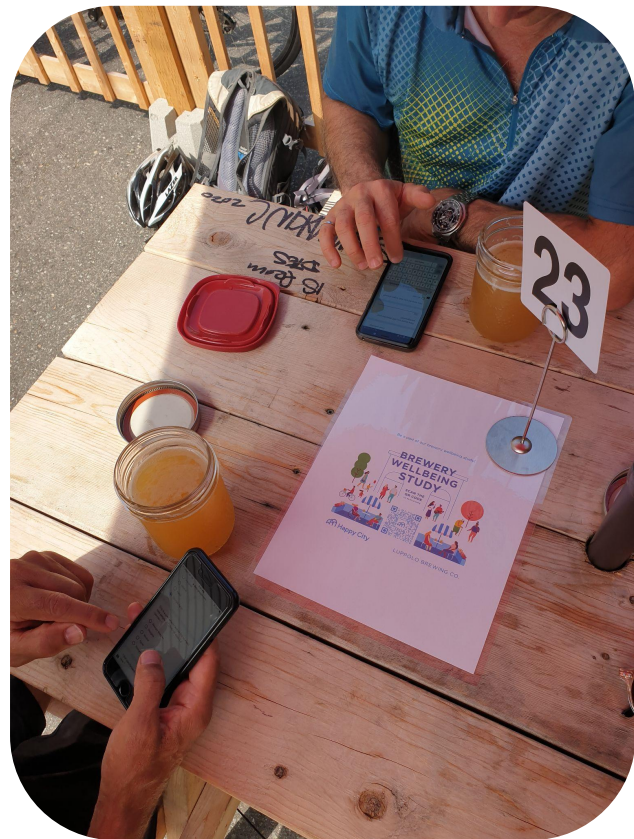
**Safety &
comfort**



**Place
attraction**







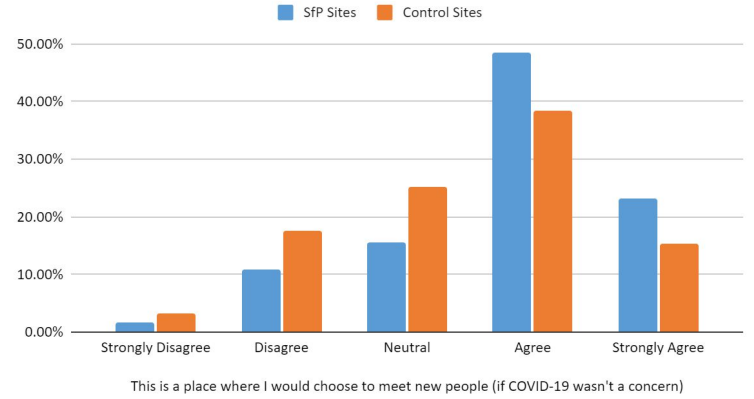
**100+
SWBIs
per site**

**3+
study
times**

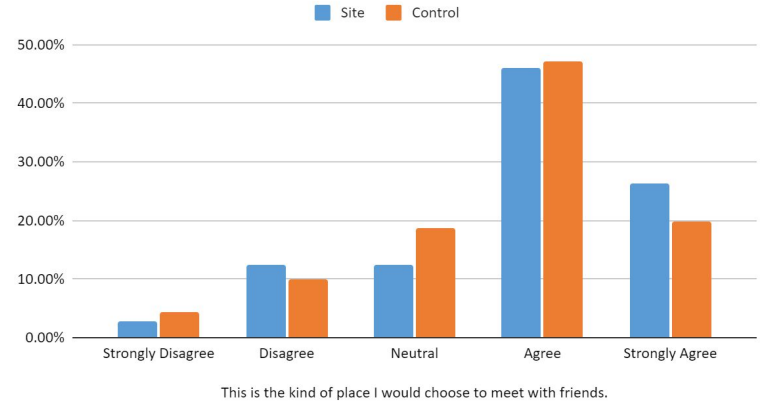
**2
observer
s per
session**



All Sites Combined: Sociability



All Sites Combined: Sociability





This is a place where I would like
to meet new people

46.3% Yes

70.2% Yes

Pavement-to-Plaza

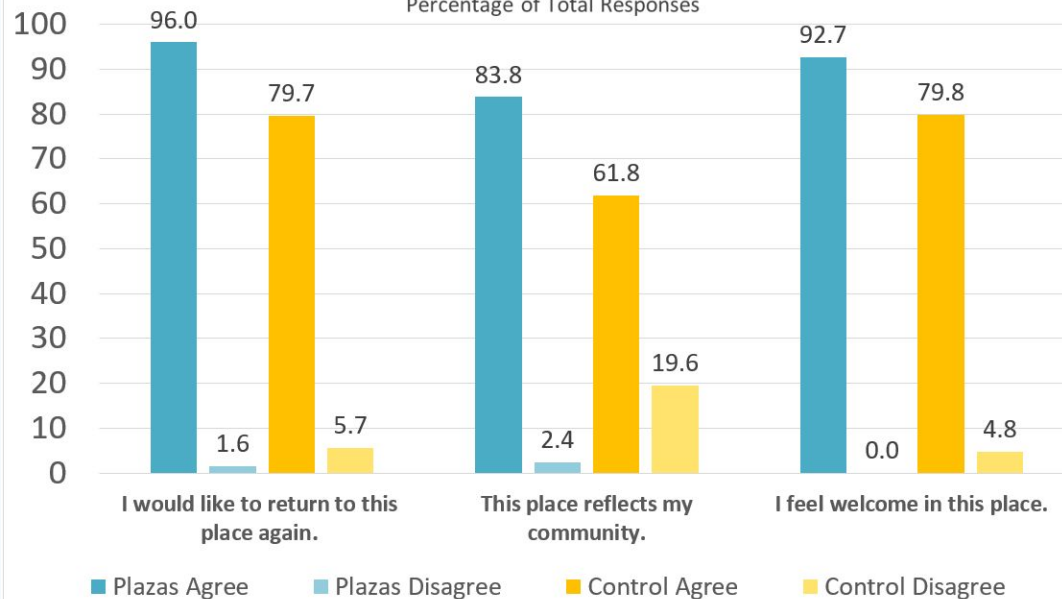
10th & Main, 2018

14th-Main Plaza, 2018



INCLUSION RESULTS - MAIN STREET

Percentage of Total Responses





Understand the impacts of public space on wellbeing.



 **Happy Cities**

PUBLIC LIFE STUDY.

"An excellent planning study that incorporates good methodology to look at people's sense of wellbeing in the public realm, including safety."

"A meaningful improvement in the way planners can assess public realm interventions."

**[www.happycities.com/
public-life-study-tool](http://www.happycities.com/public-life-study-tool)**

"The Public Life Studies by Happy Cities helped us measure the wellbeing impacts of our Pavement-to-Plaza program, and reinforce our commitment to adding more plazas across all neighbourhoods in Vancouver."

"The evidence-based approach helped us make design adjustments quickly and determine which transformations had the potential to become permanent."



Thank you!

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Mitchell Reardon

[@HappyCitiesTeam](#)