

PUBLIC LIFE ON BALLARD AVE NW

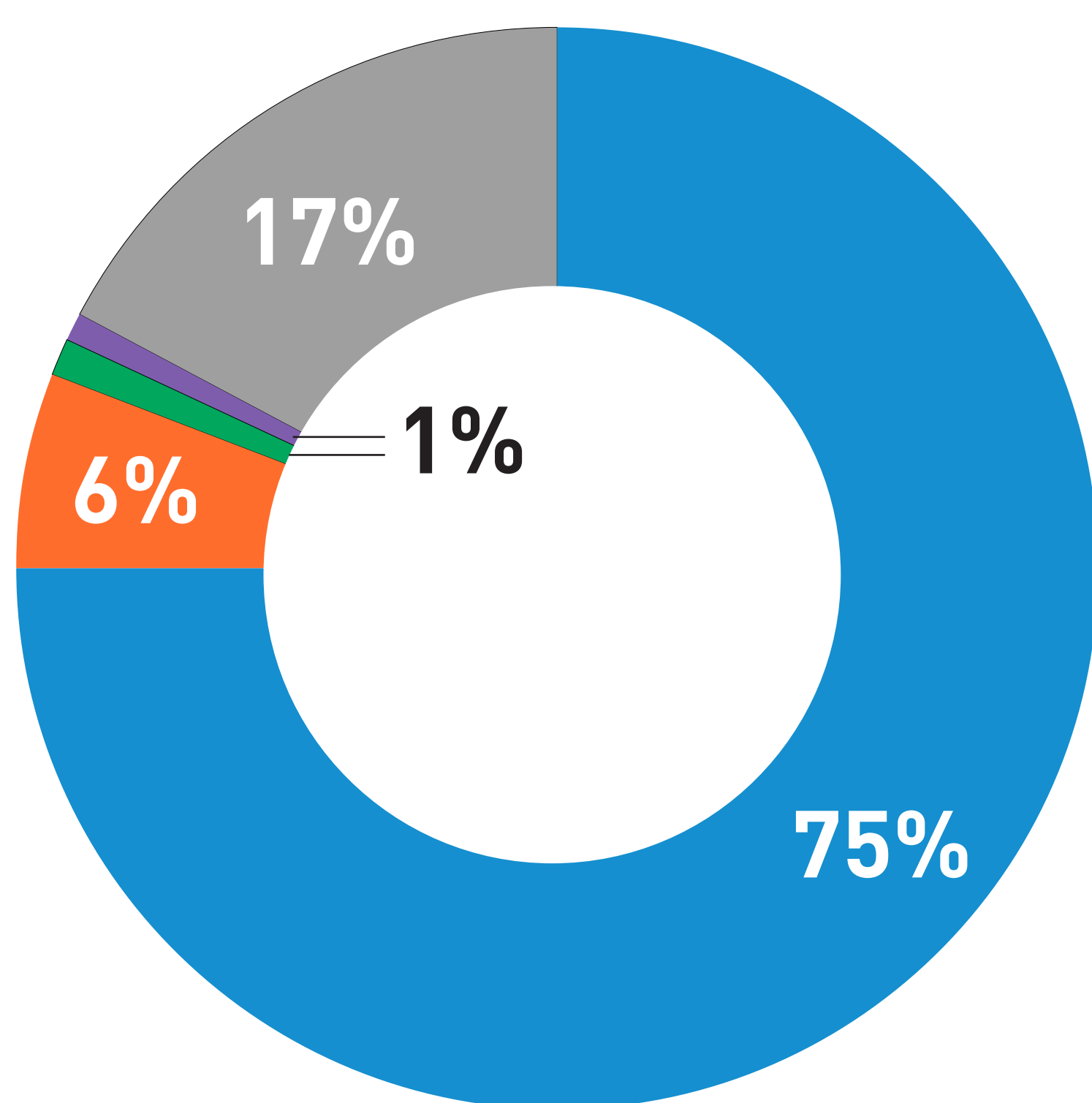
In order to better understand public spaces, we collect data about how people use them. This data helps inform how our public spaces can be improved – to make them more active, inclusive, and comfortable.

How was data collected?

Seattle Department of Transportation (SDOT) staff observed how people along Ballard Ave NW were moving through the space and staying to hang out. Data was collected across one Saturday and two weekdays in August during lunchtime, late-afternoon, and evening.

Previous studies along the 5200 block were conducted in 2018 and 2020, allowing us to share and analyze data pre- and post-improvements.

How are people traveling along Ballard Ave NW?



- People walking
- People cycling
- People using micromobility
- People using supportive mobility devices
- People in cars (including drivers and passengers)



4.5x more people walking (unsupported or supported) than driving in cars

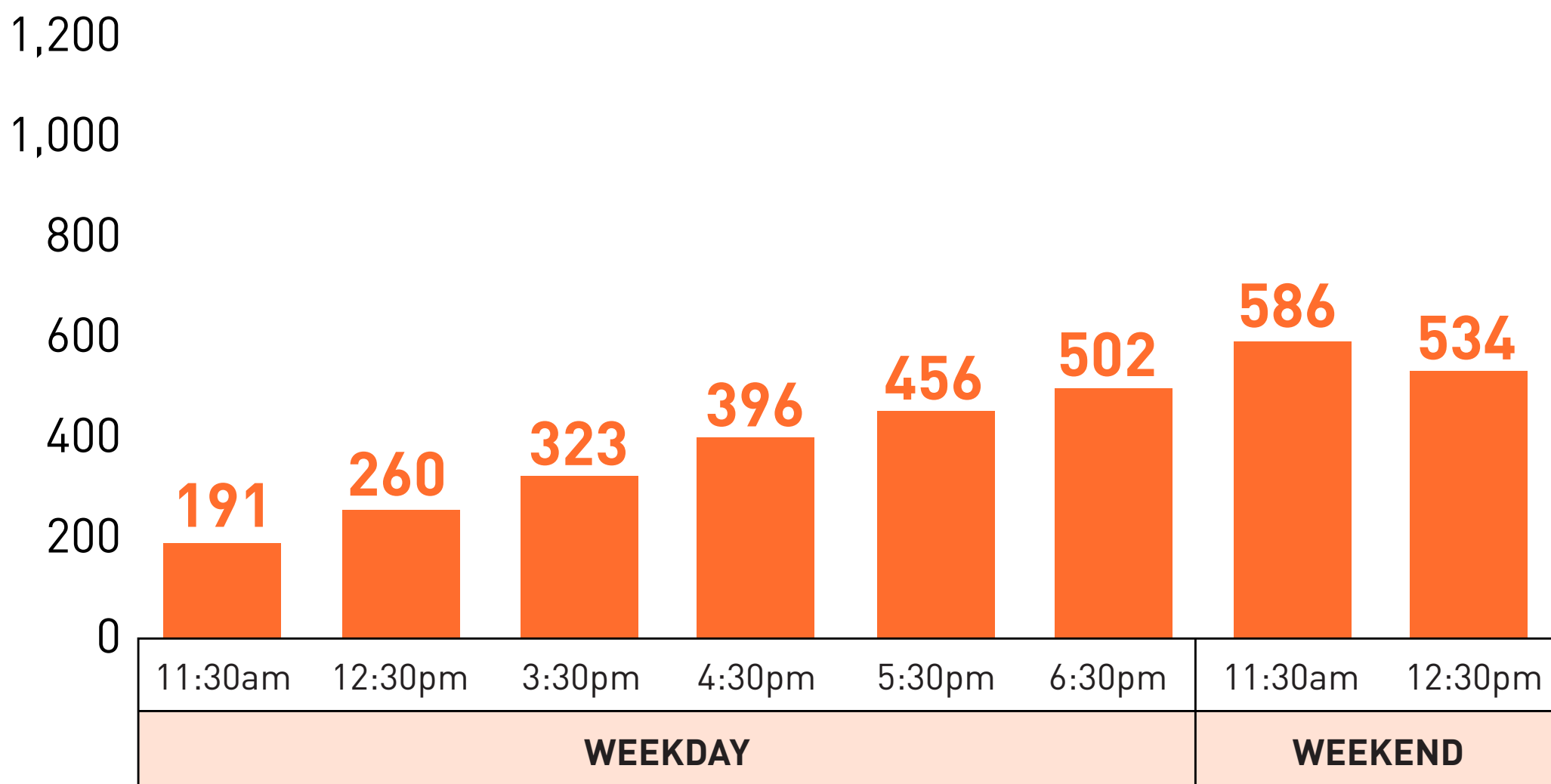


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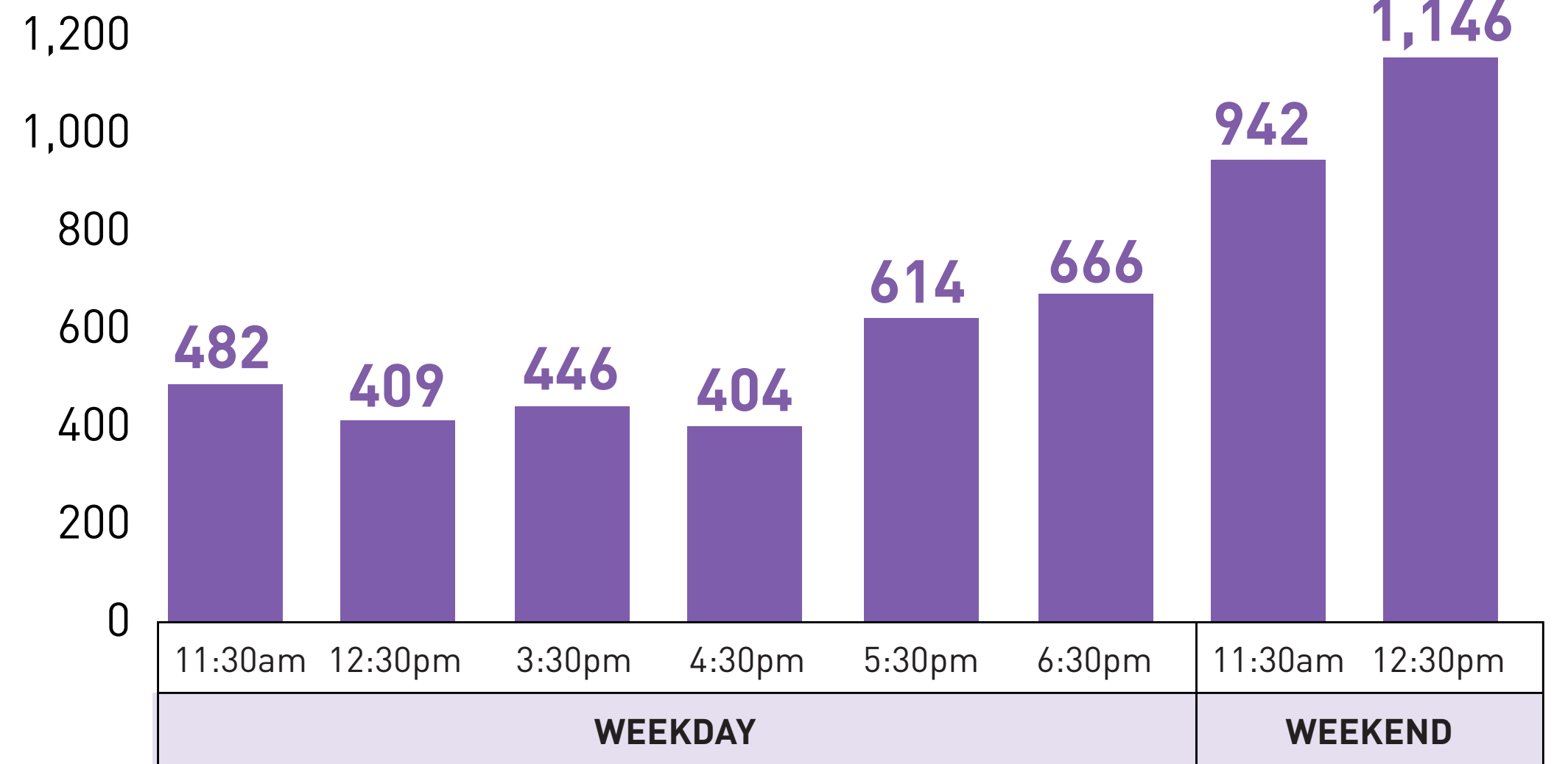
How many people travel along Ballard Ave NW?

Pedestrian counts - hourly average

5200 block



5300 block



5300 block was over **50%** busier than the 5200 block

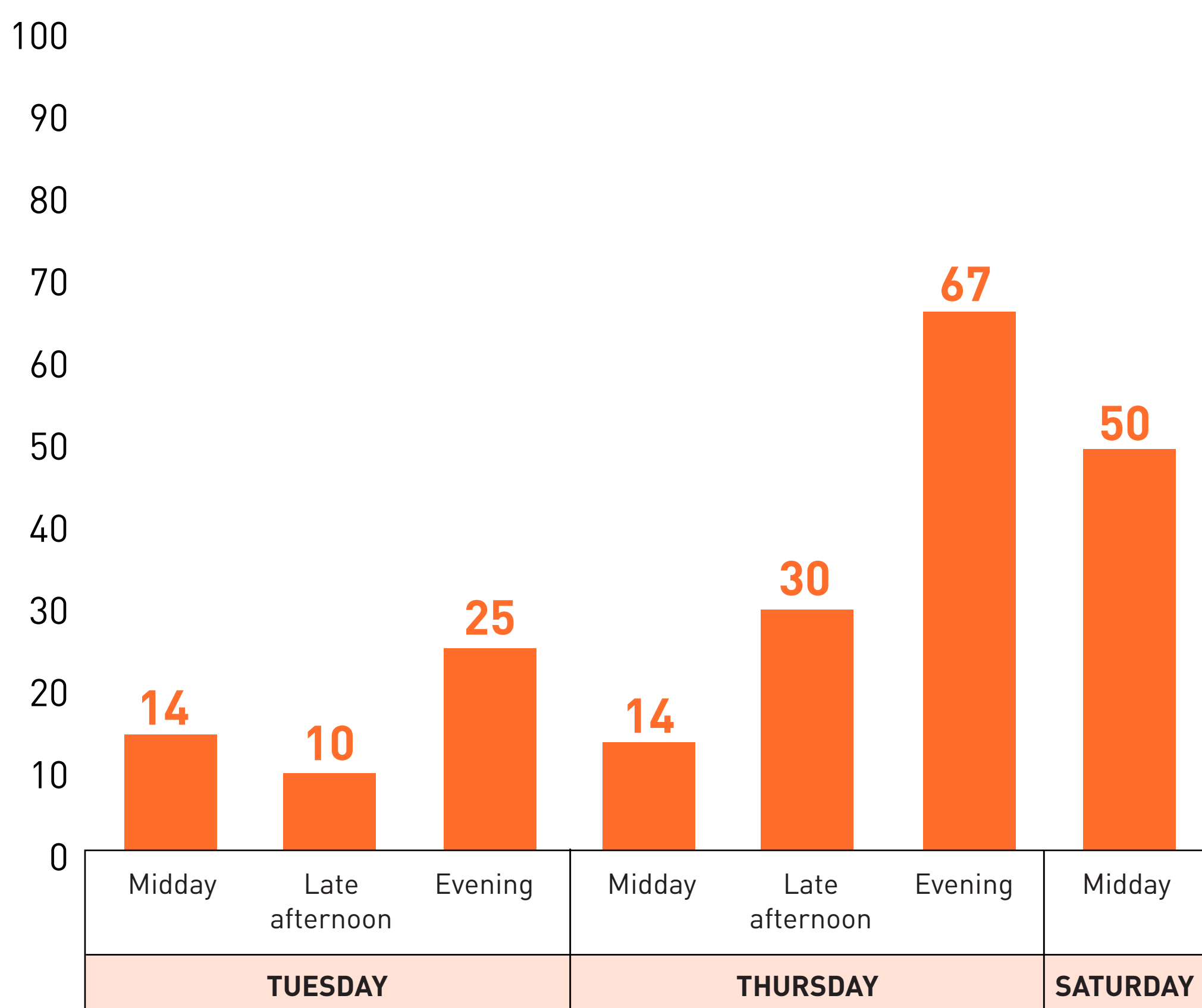
While the weekend was the busiest time surveyed, weekday evenings also saw a lot of activity

How many people are lingering on Ballard Ave NW?

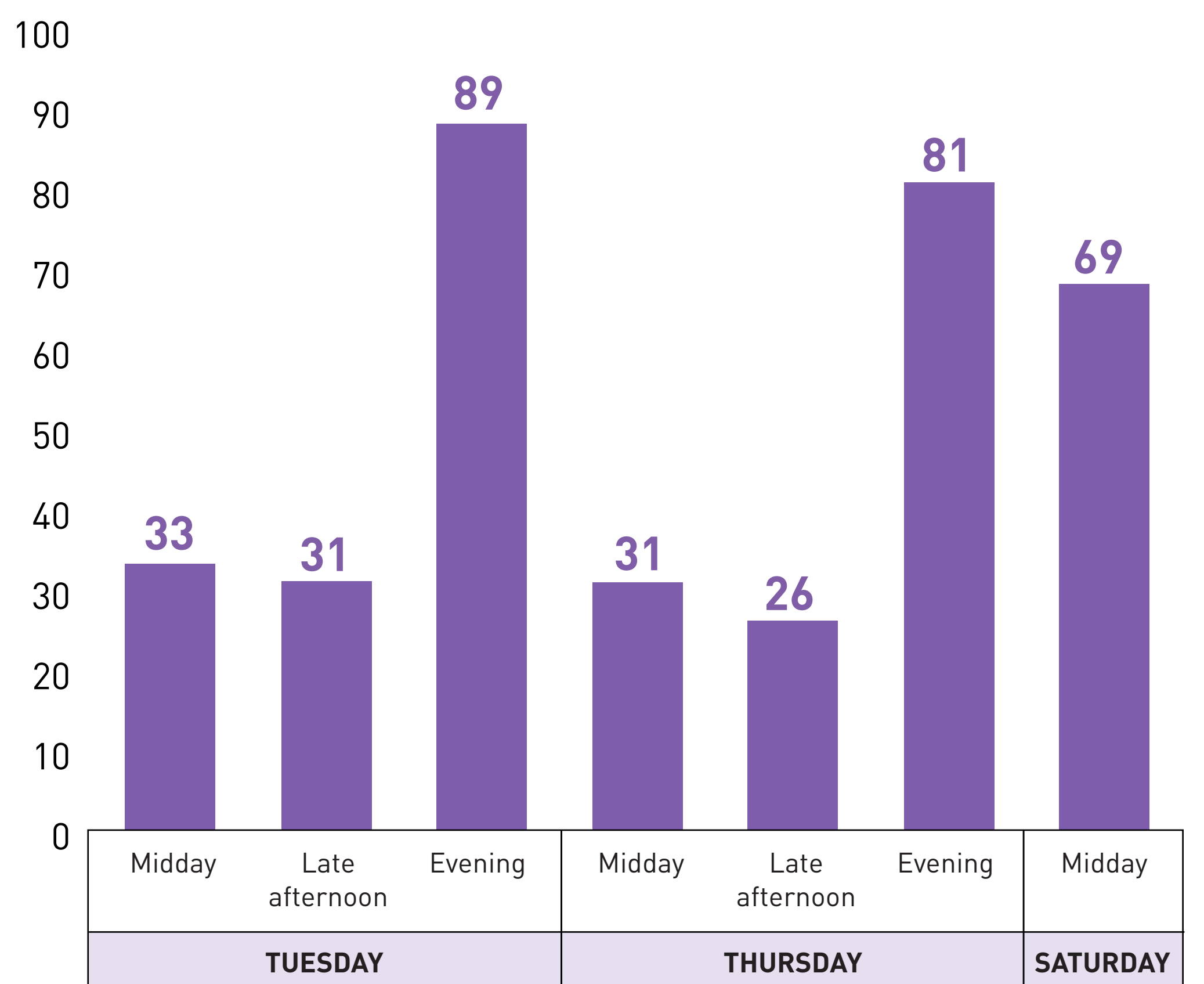
In total, we observed 417 people on the **5200 block**, compared to 719 on the **5300 block**, likely due to the increased number of street cafés and outdoor seating available.

Number of people observed lingering on Ballard Ave – snapshot average

5200 block



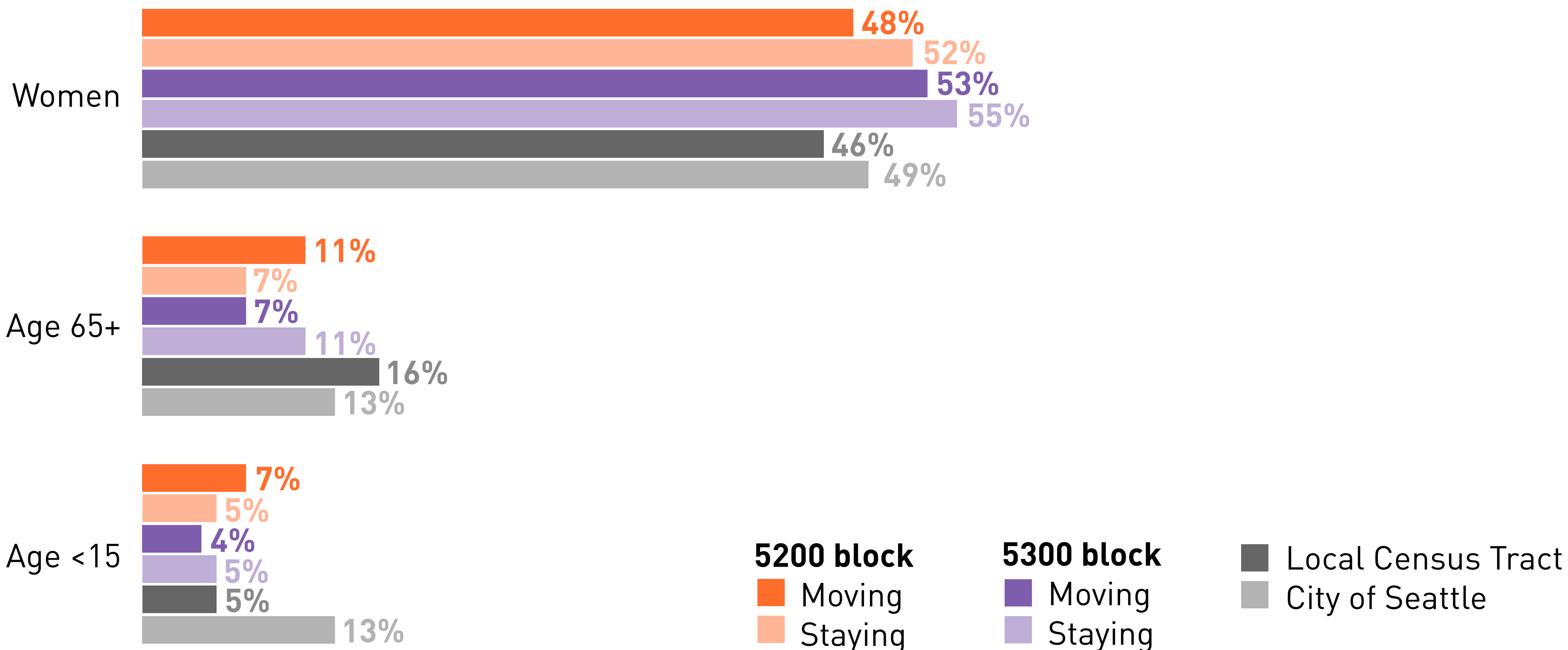
5300 block



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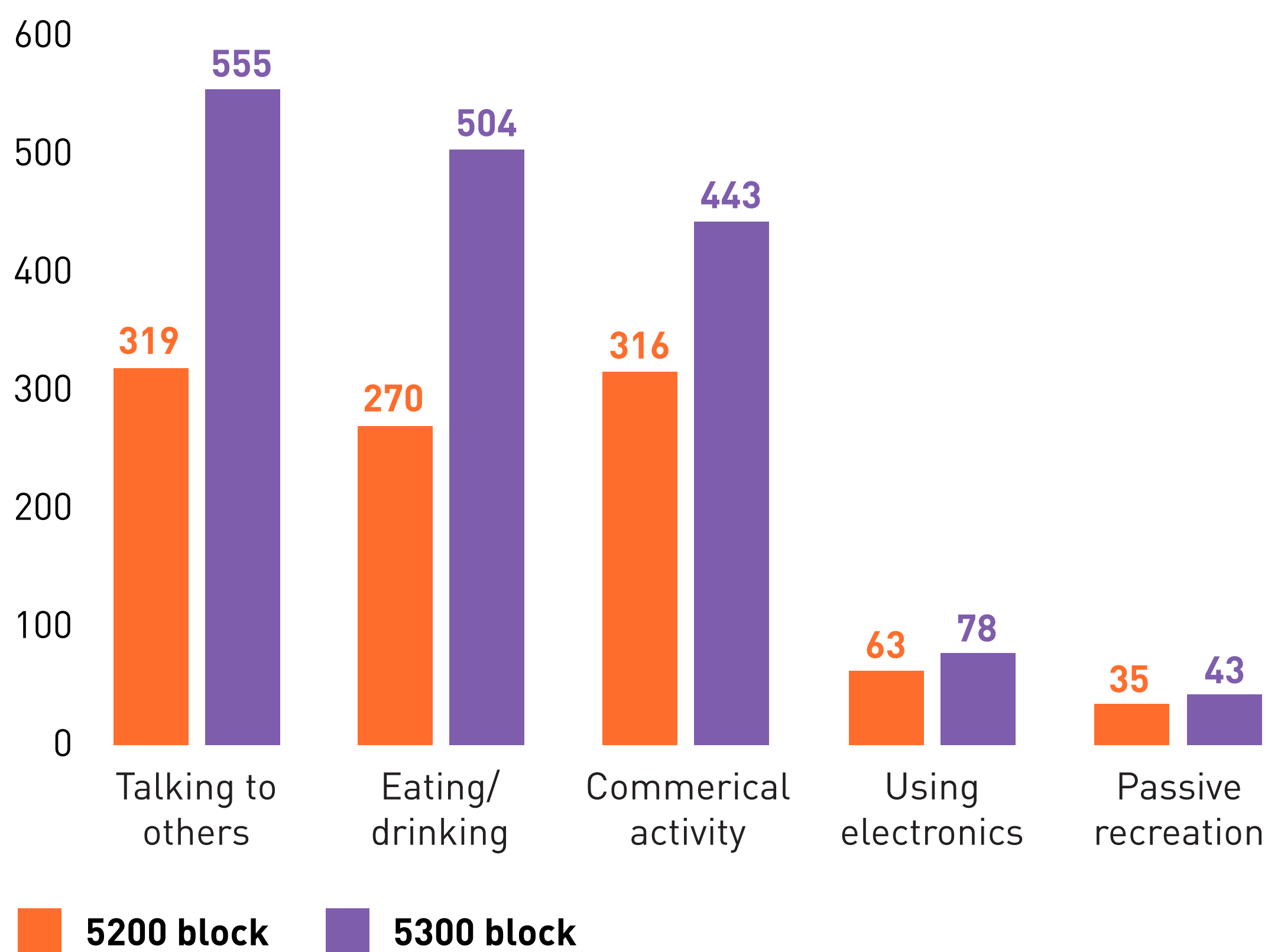
Who is using the space and how?

Demographics of people moving and staying



Ballard Ave NW is extremely social. **79%** of people were lingering in a group of at least 2 people, compared to only **51%** of people in 2018.

Number of people engaged in activity



Talking to others: Having conversations was the most common activity, accounting for 76% of all people lingering.



Eating/drinking: Lots of people came to eat and drink – sometimes in a café, but many times on the sidewalk, like the people enjoying ice cream here.



Commercial activity: This includes people eating at a street café, people reading a menu or queuing up for service, and shopping the retail displays.