**Project Overview**

**Team:** Jack Temple, Jasmine Banful, Katie Myers, & Adam Heidebrink-Bruno

**Faculty Advisor:** Karen Pooley

**Website:** wordpress.lehigh.edu/parklets

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**Design & Construction**

**Key Facts and Figures:**

- $500 budget ($250 lumber, $100 paint, $100 marketing, $50 transportation)
- Constructed in 3 weeks, with a team of four students
- Parklet installation took just 15 minutes
- Parklet fits within a standard 9x18 parking space
- Parklet offers seating for up to nine people at a time
- 27 feet of flowerbeds surround the parklet on two sides, adding much-needed green space to the block

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**Collaboration & Observation**

**Key Facts and Figures:**

- Established a private-public parklet model that shares cost and responsibility between stakeholders (primary partner: Joe’s Tavern)
- Developed three-part data collection model including naturalistic observation, user surveys, and social media analysis.
- Conducted over 14 hours of observations accounting for ~3,000 nearby pedestrians
- Collected over 50 surveys from parklet users, describing their perception of area

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**Messaging & Assessment**

**Key Facts and Figures:**

- Gained positive media attention from three regional news venues (Morning Call, LVL, 69 News)
- Created website that describes our process and invites others to advocate for parklets
- Organized a series of events at the parklet that brought new people to the area
- Used data to discover important trends concerning the parklet’s effect on neighborhood perception & economic activity

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**Many Thanks to our Sponsors:**

Joe’s Tavern Bar & Grill, Neighbor’s Home and Garden, Lehigh University’s Mountaintop Initiative, City of Bethlehem, Parking Authority