

## **Stanford 'Pop-up' Pavilion Project: Community-Driven Change through Citizen Science**

### **Background**

As part of Stanford's long-range plan, in 2019 the Stanford Town Center Design Team surveyed the Stanford community to ask how White Plaza could "fulfill the Stanford community's aspirations for a new campus heart." After receiving over 800 comments from focus groups, committee meetings, and informal conversations, a vision document was generated in partnership with Gehl to summarize these perspectives. It outlined three key themes: *Intellectual Vitality*, *Vibrant Daily Life*, and *Culture and Engagement*. In February 2022, through partnership with LBRE, VPSA, and then Campus Engagement, a pilot 'pop-up' pavilion was constructed within White Plaza. The pavilion serves as a pilot to realize the Town Center vision and learn lessons that will inform the development of Stanford's civic spaces.

Prior to its construction, staff and students worked together to develop a vision for the pavilion. Its casual, drop-in style spaces intended for working, relaxing, and gathering provide multiple ways for the campus community to connect with each other as well as the work and mission of the university.

In February 2023, the Office of Community Engagement (OCE) partnered with the Stanford *Our Voice* Citizen Science Initiative in an effort to assess current community experiences with and perspectives on the pavilion. The project engaged Stanford students, faculty, alumni, and other community members in using the multilingual Stanford Discovery Tool mobile app to record geotagged photos, comments, and ratings about factors impacting their experience of the pavilion. Developed by the Stanford *Our Voice* Initiative, the Discovery Tool app is a gateway to a process of collective solution-building in which community members become "citizen scientists," analyzing collective community data and using them to generate recommendations for change that both builds on strengths and addresses identified challenges. The Discovery Tool and *Our Voice* Method have been used in dozens of locally-led projects around the world. For this project, *Our Voice* offered a way to democratize community engagement in testing aspects of the vision for the Town Center.

The 3-week project elicited a rich array of community insights as well as a wide range of actionable steps to further develop and refine the pavilion and similar public spaces across campus.

### **Implementation Steps**

#### **1) Planning**

OCE staff and the *Our Voice* team worked together from early January to early February to develop project plans, obtain required approvals, organize needed equipment and supplies, set up and test participant registration, and configure the Discovery Tool app according to project specifications.

## 2) Recruitment Strategy and Outreach Material

In early February, the OCE and *Our Voice* teams initiated outreach efforts, informing students, faculty, and community members about the project through a variety of channels. The team distributed a recruitment flier (see below) via email, by print, and through group chats with various Stanford organizations (e.g., email listservs for the Women's Community Center and the Otero Public Service and Civic Engagement Dorm; Human Biology GroupMe, etc.).

## 3) Data Collection

Over four days in February 2023, student researchers tabled outside of the pavilion from 11:30am-1pm, recruiting participants who walked through Stanford's White Plaza. Interested community members were informed about the vision for the pavilion and briefed on the project goals, then asked to:

- complete a 2-minute online project registration and consent questionnaire (Stanford IRB #45330)
- take a 6-question pre-project survey gathering basic demographic information and assessing motivation for contributing to the campus community (see Appendix 1).



A total of 47 people registered to participate in the project

Following registration, participants were handed a project information sheet (see Appendix 2) and told to take 3-10 photos around the pavilion, with attention to the project's guiding questions. In addition to taking photos, participants were asked to:

- document why they took each photo by adding audio or text comments;
- rate each photo as being positive, negative, or both; and
- tag each photo with one or more of the tags determined by OCE to best align with the Town Center vision and metrics:
  - **Connecting with other people**
  - **Connecting with ideas**
  - **Connecting with campus spaces/places**
  - **Connecting with engaging experiences**

Discovery Tool™  
ID: 6007

What affects your experience of the pavilion area? What makes it easy or hard to engage with the pavilion area and features?



Data collection generally took 5-10 minutes, after which participants returned to the table and gave their contact information to be sent a \$5 Starbucks gift card as a “thank you” gift for participating in this project.

**Pre-Survey Results (47 Participants):**

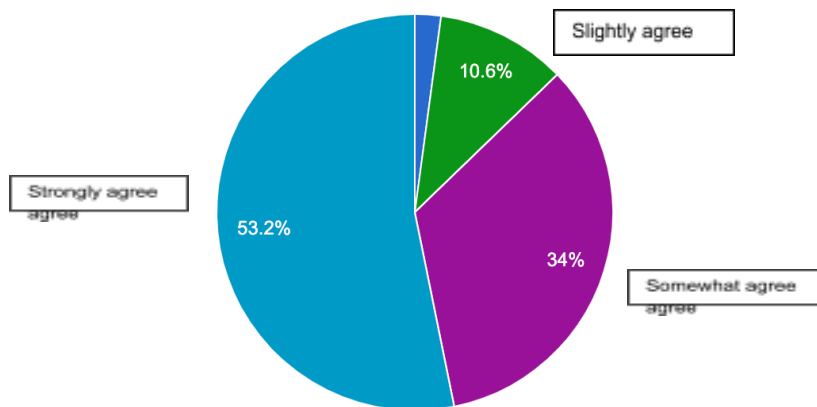
**Gender:** Male (N=16, 34%), Female (N=28, 59.6%), Non-binary (N=2, 4.3%), Other (N=1, 2.1%)

**Race:** African-American (N=6, 12.8%), Hispanic (N=10, 21.3%), American Indian/Native Alaskan (N=3, 6.4%), Asian (N=20, 42.6%), Native Hawaiian/Pacific Islander (N=1, 2.1%), Non-Hispanic White (N=11, 23.4%), Other, please specify (N=3, 6.4%)

**Affiliation with Stanford:** Undergraduate student (N=40, 85.1%), Graduate student (N=3, 6.4%), University Staff (N=2, 4.3%), Campus visitor (N=1, 2.1%), Other (N=1, 2.1%), Faculty (N=0, 0.0%), Parent (N=0, 0.0%), Alumni (N=0, 0.0%), Local community member (N=0, 0.0%)

**Question: “I am motivated to contribute positively to the campus community”**

**Counts/frequency:** Strongly disagree (1, 2.1%), Somewhat disagree (0, 0.0%), Slightly disagree (0, 0.0%), Slightly agree (5, 10.6%), Somewhat agree (16, 34.0%), Strongly agree (25, 53.2%)



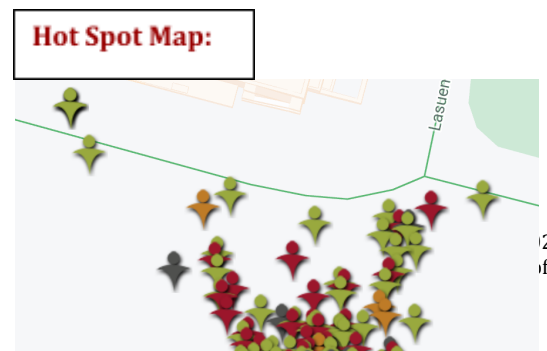
**Community-Generated Data**

Participants completed a total of 50 Discovery Tool Walks, comprising 169 photos and 153 narratives (36 audio, 117 text)

**Data Tagging and Filtered Reports:** Data were processed and sorted according to the 4 themes used by the citizen scientists, then arranged according to frequency. Project facilitators then prepared filtered reports and “Hot Spot” maps for each theme.

Citizen Scientist-tagged data were sorted and tallied across four themes:

- Connecting with Campus Spaces and Places - 78 photos



## Sample Discovery Tool

### Data:

*\*Note: all data are anonymous*

Project : STCP

February 9, 2023 11:54 am - pg 3/78



Good or Bad for the Community?



Why did you take this picture?

[text] :I really like the bar area, it could be a great place to study. Although, it would really be amazing as an area with outdoor heating possibly until midnight

Tags:

Connecting with ideas Connecting with other people Connecting with campus spaces/places  
Connecting with engaging experiences

Project : STCP

February 10, 2023 12:53 pm - pg 25/78



Good or Bad for the Community?



Why did you take this picture?

[text] :The only outlet is through this light post. It's difficult to study in this space when there's no space I can plug my laptop to charge it if dies. It's hard to hold small community events or small study groups here.

Tags:

Connecting with engaging experiences Connecting with campus spaces/places

## Community Data Museum

Two weeks after data collection, the citizen scientists' collective findings were shared in a public Data Museum next to the pavilion. Data were organized by theme and posted on two-sided tackboards for ease of viewing. Over a four-hour period, accompanied by members of the OCE/Our Voice project team, more than 20 community members reviewed the data and used post-it notes to share ideas for change. Of these, nine had participated in the data collection two weeks prior. Participants in this stage of the project were informed that their engagement in the interactive data museum would enter them in a drawing to win one of three Amazon gift cards. The data museum was set up during Stanford's Family Weekend, so although no parents/family members participated in the initial data collection phase of this project, many of the ideas generated at the data museum came from these participants. Following the Data Museum, all comments and solutions generated were consolidated by theme and presented to the OCE project leaders (see Appendix 3).



## Conclusions and Recommendations

Generally, Our Voice projects have the greatest chance of success if an “Action Team” of interested stakeholders is identified to help pursue the recommendations generated. In this case, the team might be a mixed group of students, faculty members, community centers, and other university personnel. The following steps can help to advance the goals of this project:

- Identify or designate leaders to coordinate improvement efforts
- Identify and connect with potential allies, stakeholders, and partners to advance positive changes
  - Consider outreach to registered project participants
- Create a timeline with specific benchmark outcomes and target dates
- Identify and engage needed resources including human, financial, and technical support

## Appendix 1: Pre-Project Survey

What is your age?

What is your zip code?

What is your gender?

- Male, Female, Non-binary, Other, Prefer not to answer

Which categories best describe you? Check all that apply

- African-American, Hispanic, American Indian/Native Alaskan, Asian, Native Hawaiian/Pacific Islander, Non-Hispanic White, Other, please specify

What is your connection to Stanford?

- Undergraduate student, Graduate student, University Staff, Faculty, Parent, Alumni, Local community member, Campus visitor, Other

Rate how much you agree with the following statement: I am motivated to contribute positively to the campus community.

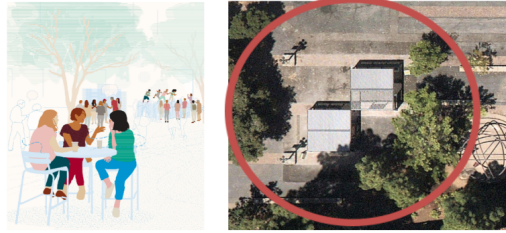
- Strongly disagree, Somewhat disagree, Slightly disagree, Slightly agree, Somewhat agree, Strongly agree

## Appendix 2: The Pavilion/Our Voice Project Information Sheet

### Help Shape Stanford Civic Spaces Make Your Voice Heard!

The Pavilion is an exploratory pilot as part of an effort to create civic spaces at Stanford. We want to learn how such spaces can support intellectual vitality, social engagement, community-building, and the vibrancy of our campus.

We want to hear from **you** as we consider the evolution of the Pavilion.  
**In just 10-12 minutes you can use a fun app to share your perspectives and ideas!**



We want the pavilion to be a place that provides opportunities for spontaneous **social connection**, the sharing of **activities and knowledge**, and **relaxation** for all members of the community.

**What do YOU want?**

**How can we make this a vibrant space for the campus community?**

#### How to participate

*Participation in data gathering takes just 10-12 minutes!*

- Register online at <https://redcap.link/PavilionPilot>
- Sign out a project device already set up with the Discovery Tool app
- Use the app to record 3-10 photos, comments, and ratings about the pavilion area, considering these questions:

**What affects your experience in the pavilion area?**

**What makes it easy or hard to engage with the pavilion area and features?**

- Use the tagging feature to designate the theme of each photo
- Save your data then return the device to a member of the project team
- Mark your calendar to visit the community Data Museum on Feb.25&28!
  - Your data will be part of a group report that community members can view and use to generate ideas for change.

#### Using the Discovery Tool app



1) Tap to take photos



2) Enter audio or text comments, tags and rating, then press "save"



3) When finished, click on "Done with my Walk"

For a copy of this flyer,  
please scan here:



## **Appendix 3: Community-Generated Strategies for Improving Stanford Civic Spaces Pavilion Pilot**

### **Connecting with Other People**

- The chairs get soggy + gross when it rains
- Some outlets for charging would be good
- More advertisements for weekly farmer's markets
- Like to study here! Nice shading. Plug-ins would be nice.
- Outlets + non-soggy chairs
- The big orange chairs are dirty and hard to sit in
- Try adding simple active types of furniture or things that allow for movement
- A go board or mahjong or chess on tables
- Maybe some outdoor enclosures for when wet or cold, like those set up to eat outdoors by restaurants
- Maybe a safe heating element to keep warm outside

### **Connecting with Engaging Experiences**

- A piano is a cool idea, but have people regularly use it, so it's obvious & others join. Music brings people together.
- Add staff to do it
- Lights + soft lights > vibe with music
- Agreed all the seating areas should be covered, also should be eating-friendly
- Sleep/nap pods would be a good idea
- Add nature/greenery exp. Fireplace, pond, grass
- Outlets!
- Please endure enough lighting for the night
- [white board] It's too public
- [white board] might be hard to keep a marker there all the time....
- Wifi Access might be very helpful

### **Connecting with campus spaces & places**

- Add Twirly Chairs as they have at the new Presidio park
- Love the couches - looks comfy
- Heat lamps? Covered areas?
- Install light poles
- Bonfire during cold winter
- Heated Lamps
- Cool love the color
- Real flowers!
- Add an umbrella
- Round tables for group projects- group engagement +1
- Agreed not very user-friendly
- YES - more green space
- A big outside blackboard painted wall with chalk to exchange ideas + art making



- High-top tables
- Need furniture that can get wet + not get soaked
- Solar power + recharge
- We should be able to adjust the roof on our own when it rains rather than LBRE doing it
- Always like a long table (wood)
- A big outside blackboard with chalk

### **Connecting with Ideas**

- It definitely should be prohibited from putting posters on the tables
- More whiteboards!
- Some markers would be good, or questions for people to answer
- Heat lamps
- I love how the plaza is. Traditionally a place for demonstrating
- The lack of lighting makes it scary for a post-sunset hangout
- The roof of the education building could be such a nicer space + better advertised!
- It needs to be heated!!
- Would love to work out there
- More warm lights!
- Attach markers to whiteboards
- Outlets in more accessible spaces
- Adding facilities that aren't already in Tresidder
- Heat Lamps
- Very Nice; love this
- Outdoor Heating
- Suggestion- some nice decorative lights to lighten the mood!
- Panels to protect from wind