
The Underline

Brickell Backyard

What is The Underline?

The Underline:

Friends of The Underline (FUL) is a non-profit transforming the underutilized land below Miami's Metrorail into a 10-mile linear park, urban trail, and public art destination.

Our Mission:

We strive to deliver and activate a 120-acre, world-class linear park spanning 10-miles below Miami's Metrorail that will transform regional mobility and celebrate diversity, culture, and lifelong learning. Through innovative urban trails and creative programming, we are connecting people to their environment and each other to create a safe, healthy, equitable, and sustainable community.

The Brickell Backyard:

The Brickell Backyard is the first phase of the 10-mile linear park which has been completed. It spans the 0.5 miles between the Miami River and SW 13th Street, featuring urban biking and walking paths, a flex basketball and soccer court, an outdoor gym, nature and butterfly gardens, and gathering spaces to eat, play, discover, and relax.

What is Reimagining the Civic Commons?

Reimagining the Civic Commons (RCC) is a national initiative to advance ambitious social, economic and environmental goals through revitalized and connected public spaces. By transforming public places—such as parks, libraries, trails and community centers—RCC aims to demonstrate how strategic investments in our civic assets can connect people of all backgrounds, cultivate trust, and create more resilient communities.

Purpose of This Report

As a public space that is already transforming the heart of Miami and beyond, The Underline has joined the Reimagining the Civic Commons nationwide network to make Miami a better place for all. In order to achieve this, we've collected and analyzed the baseline data from parkgoers (found in this report) to propose areas for growth, set measurable goals, and track our progress in the years to come.

Reimagining the Civic Commons Goals

The Reimagining the Civic Commons initiative seeks to demonstrate how strategic investments in civic assets can connect people of all backgrounds, cultivate trust and create more resilient communities. They do so by focusing on four main goals: Civic Engagement, Socioeconomic Mixing, Environmental Sustainability, and Value Creation. Here at The Underline, we've also added Health as one of our goals.

Civic Engagement:

Building a sense of community that brings people of all backgrounds back into public life as stewards and advocates shaping their city's future.

Socioeconomic Mixing:

Creating places where everyone belongs and that generate opportunities for shared experiences among people of all incomes and backgrounds.

Environmental Sustainability:

Increasing access to nature and creating environmentally friendly places easily reached by walking, biking or transit.

Value Creation:

Encouraging additional investments in neighborhoods so that they are better places to thrive.

Health:

Partnering with local organizations to increase the frequency and positive impact of health and wellness activities.

Signals & Metrics

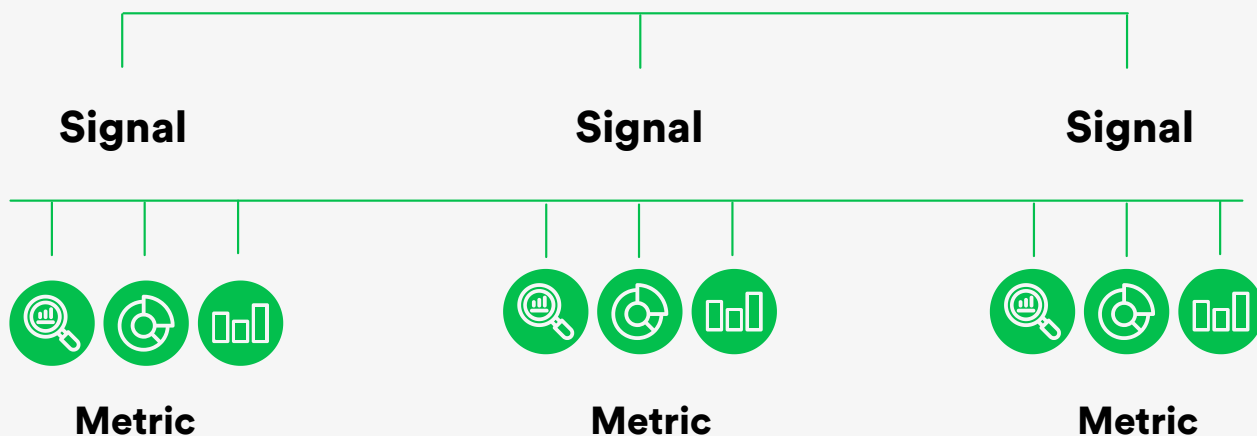
To track the aforementioned goals, each has been assigned signals which make up part of that goal. Each signal is then broken down into metrics which are measurable data points that allow us to gauge concrete, tangible progress made toward our goals.

Signal: Within each goal are three to four signals: real-world indicators that relate to the project's overarching objectives. For example, the signals for the civic engagement goal are public life, stewardship and advocacy, and trust. That means if more people engage in public life, become stewards of or advocates for the civic commons, and express trust in others, that indicates that civic engagement is on the rise.

Metric: Each signal is associated with one or more metrics designed to measure change on everything from diversity of visitors to perceptions of a neighborhood.

In this baseline report, you will find a variety of signals and metrics measuring Civic Engagement and Socioeconomic Mixing.

Goal



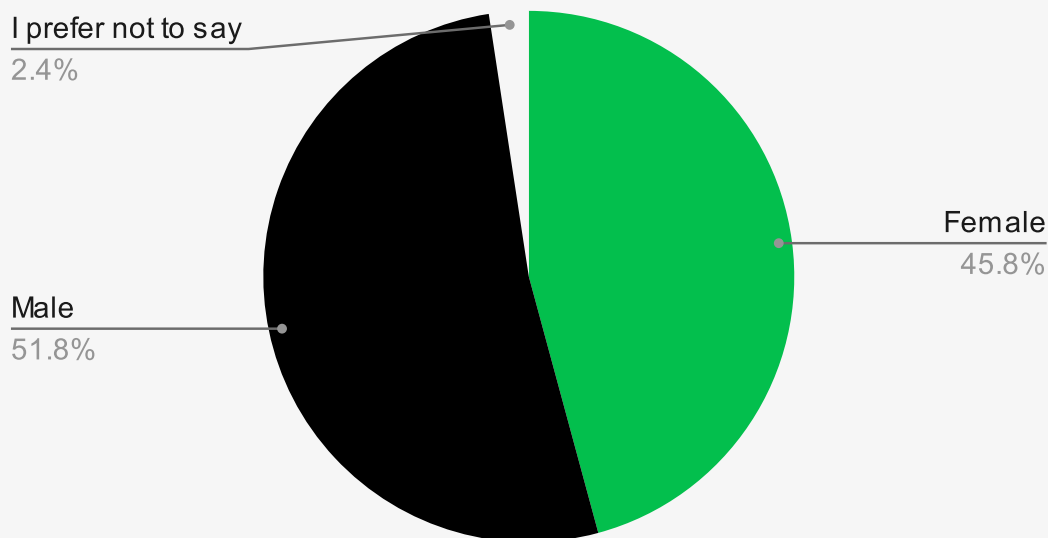
About the Study

The data in this report was collected by performing Intercept Surveys. The Underline Community Outreach team set a goal of 200 completed surveys from late June 2021 to mid November 2021 between 9am and 7pm. During that time, we completed 221 surveys, exceeding our established goal. Those surveyed were actively in and visiting the park. Surveys were offered in person in English and Spanish and were administered via QR code, on paper, or a tablet. The intercept surveys were comprised of RCC approved questions used across all RCC sites. The completed surveys gave us baseline data about how visitors were engaging with our site.

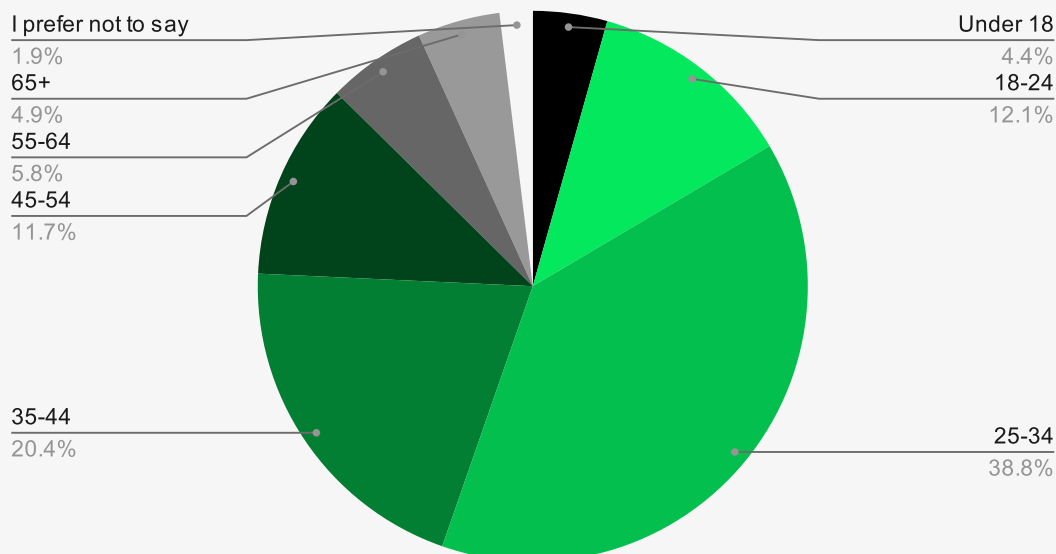
In this report, you'll find this baseline data compared to baseline data (gathered from intercept and neighborhood surveys) from other cities within the RCC network for context when applicable. In some instances, you will find our data compared to US Census data from the surrounding neighborhood for more appropriate context.

Demographics

Gender of respondents



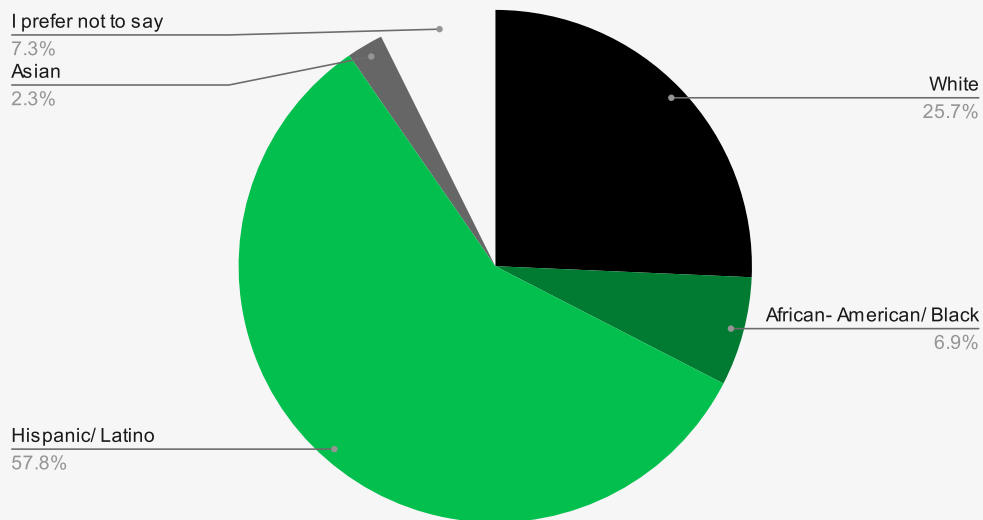
Ages of respondents



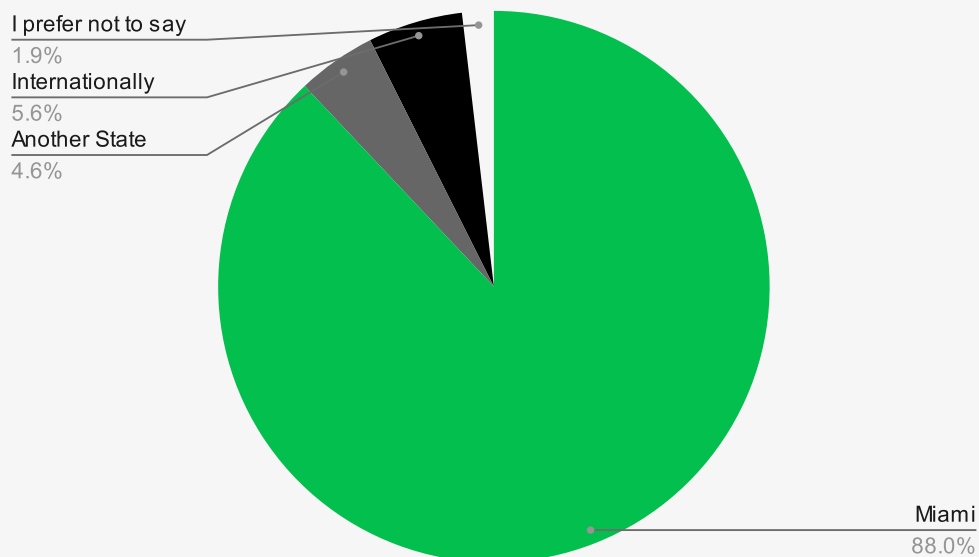
Source: Intercept survey data

Demographics

Racial and ethnic background at the site



Where do you live?



Source: Intercept survey data

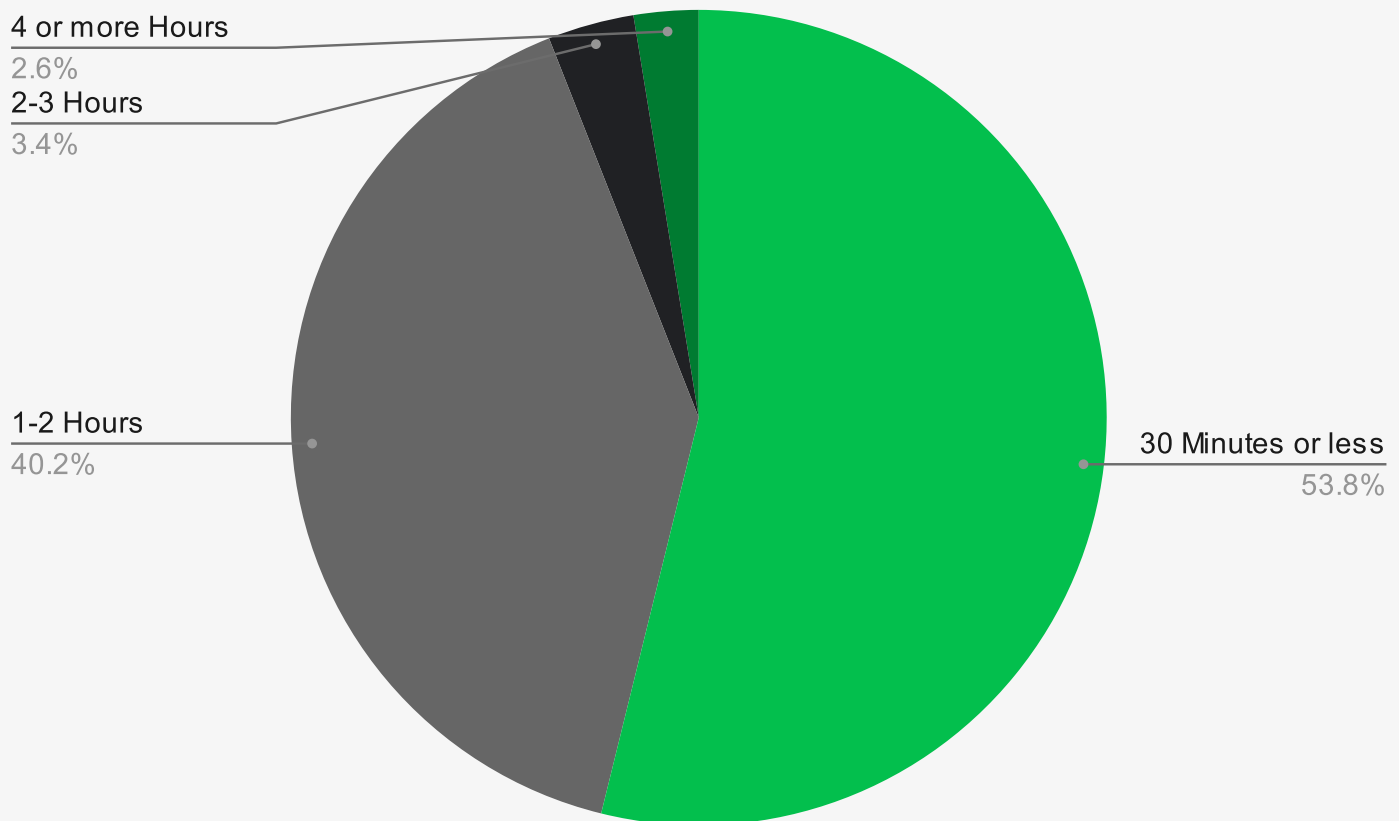
Goal: Civic Engagement

Signal:

Public Life

Metric: Length of average visit to the civic commons

Survey Question: How long do you plan on staying at the site today?



Source: Intercept survey data

Goal: Civic Engagement

Signal:

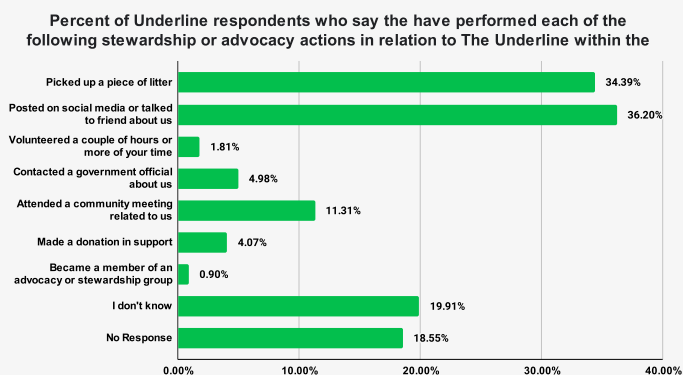
Stewardship & Advocacy

Metric: Acts of stewardship or advocacy

Survey Question: Have you performed any of the following stewardship or advocacy actions in relation to a Civic Commons site within the past year?

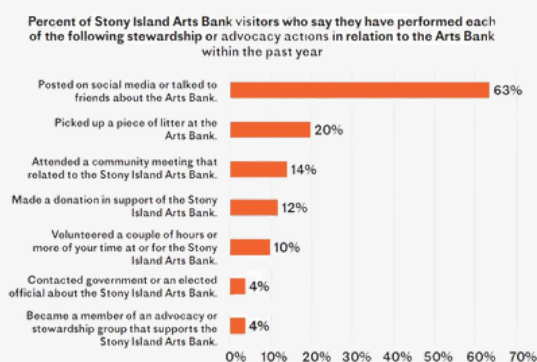
The Underline, Miami

Source: Intercept survey data



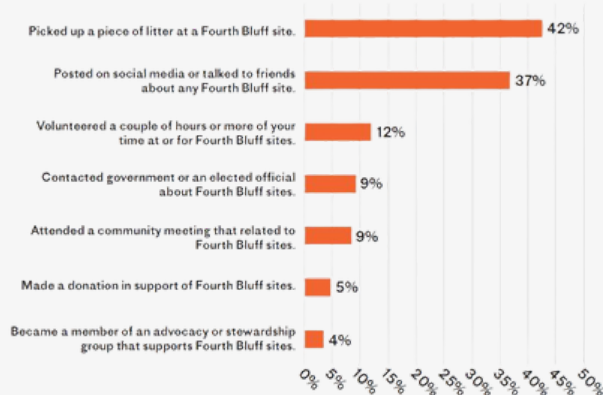
Stony Island Arts Bank, Chicago

Source: Intercept survey data



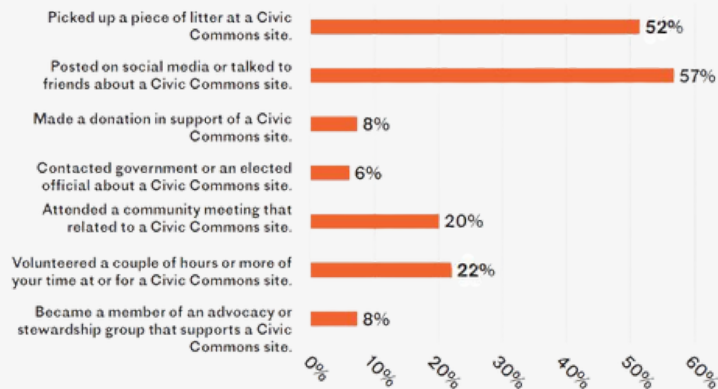
Fourth Bluff, Memphis

Source: Intercept survey data



Downtown, Akron*

Source: *Neighborhood survey data



Goal: Civic Engagement

Signal:

Stewardship & Advocacy

Metric: Importance of civic commons site

Survey Question: Would you consider the Civic Commons site important to you, your friends, your family, your community, or your city?

Project	Baseline
The Underline, Miami	91.7% Percent of respondents who say the site is important to them, their community, or the city
Stony Island Arts Bank, Chicago	86% important to this neighborhood or local community
	94% important to the city
	94%
Fourth Bluff, Memphis	important to me, my family, or my friends
	81%
	important to this neighborhood or local community
	90%
Downtown, Akron*	important to the city
	91%
	important to me, my family, or my friends
	80%
	important to this neighborhood or local community
	84%
	important to the city
	86%

Source: Intercept survey data

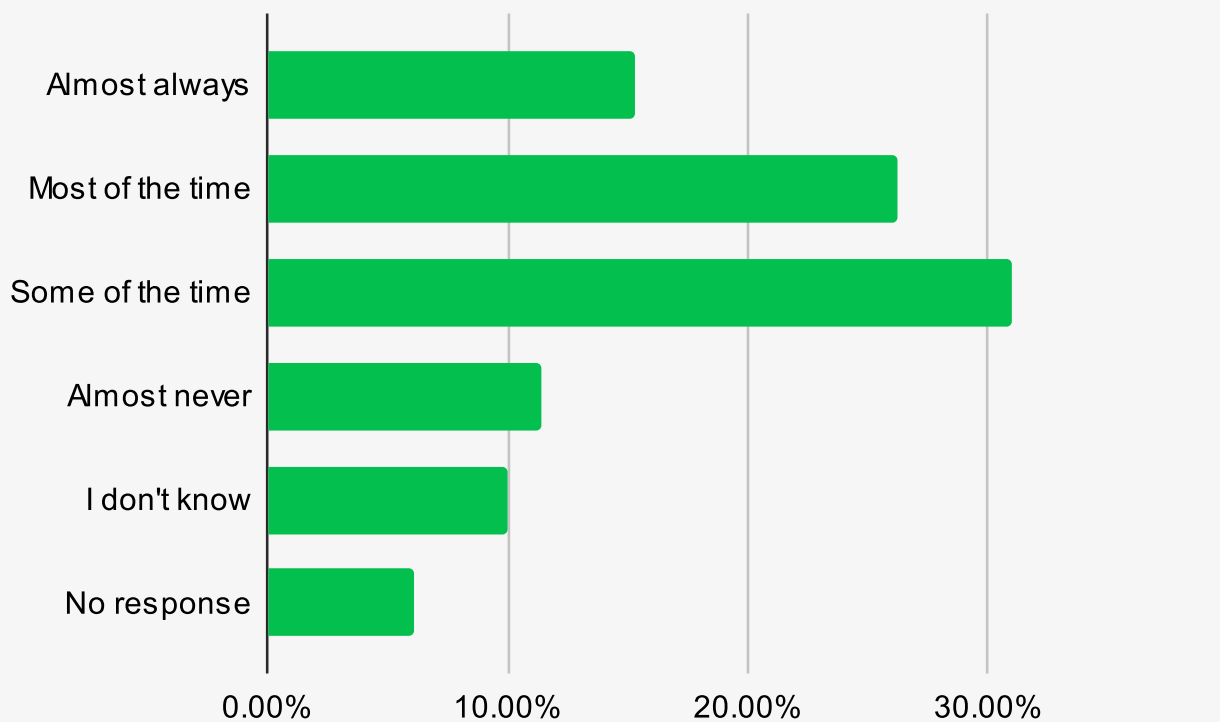
Goal: Civic Engagement

Signal:

Trust

Metric: Trust in local government

Percent of respondents who think they can trust local government to do what is right

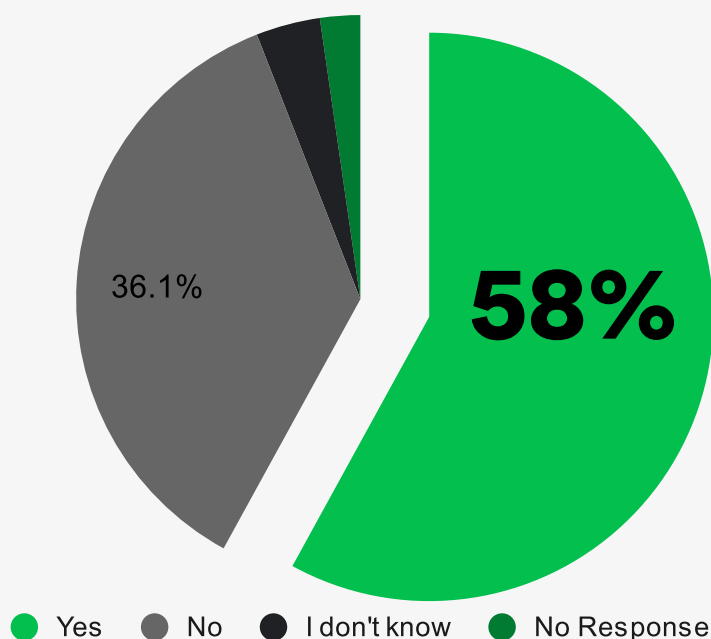


Signal:

Bridging Social Capital

Metric: Opportunities for meeting new people in the civic commons

Percent of visitors meeting someone for the first time at The Underline



Who were they meeting?

26.6%

Strangers

17.1%

Friends of friends

22.1%

Both

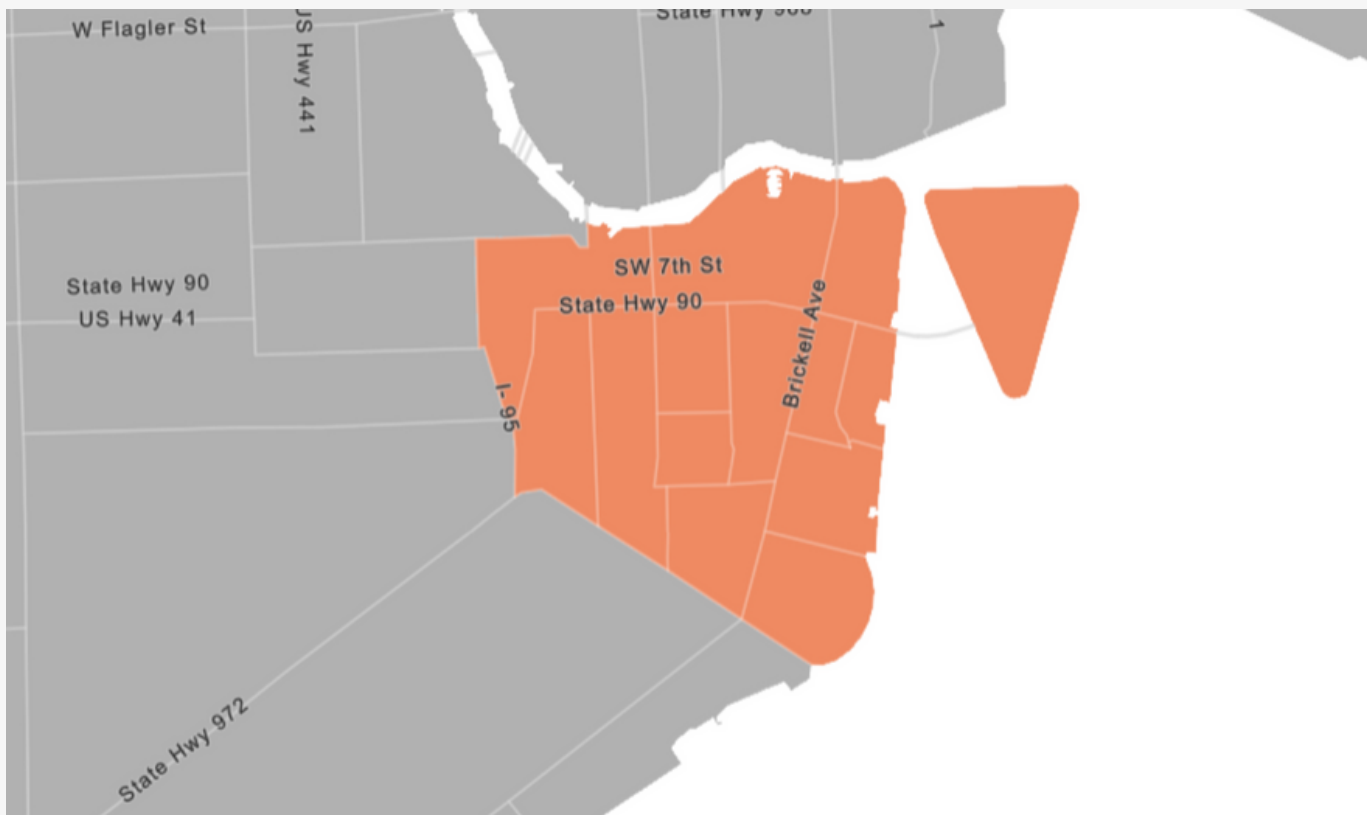
Source: Intercept survey data

Neighborhood Map

Map:

Neighborhood

For the following figures, this is what we considered to be the surrounding neighborhood

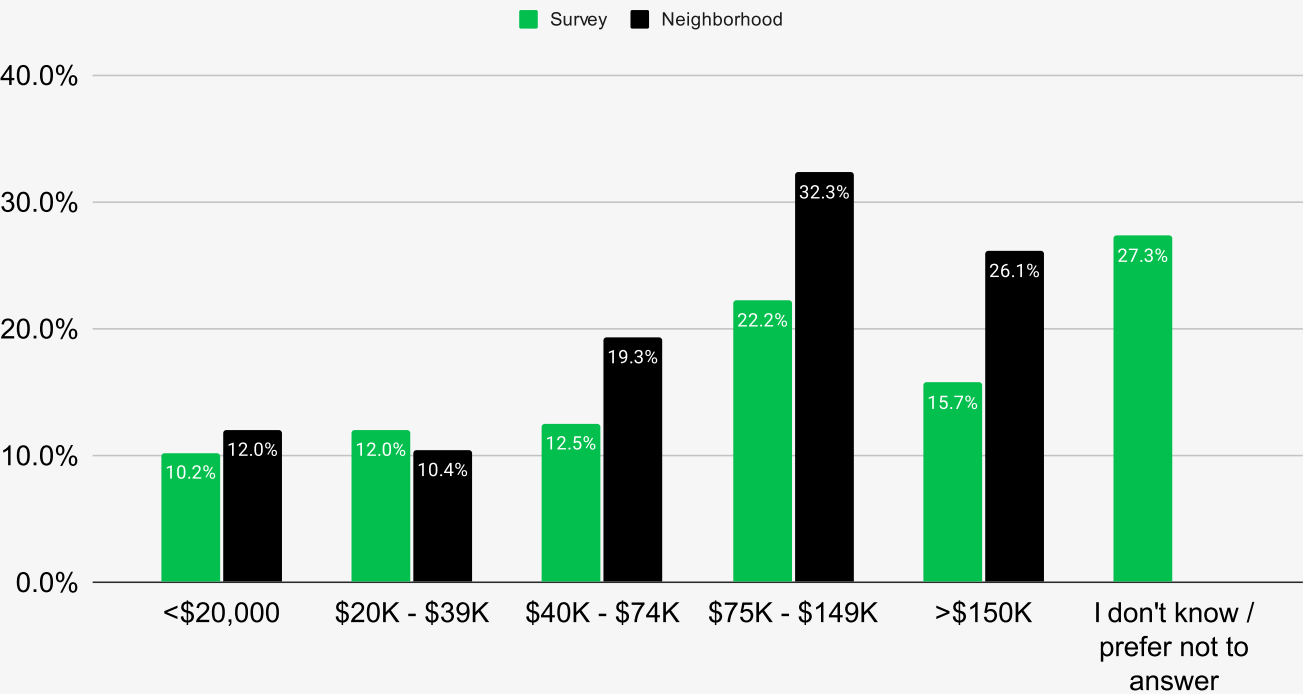


Goal: Socioeconomic Mixing

Signal:
Mixing on Site

Metric: Income diversity of site visitors

Income diversity of site visitors vs. neighborhood residents



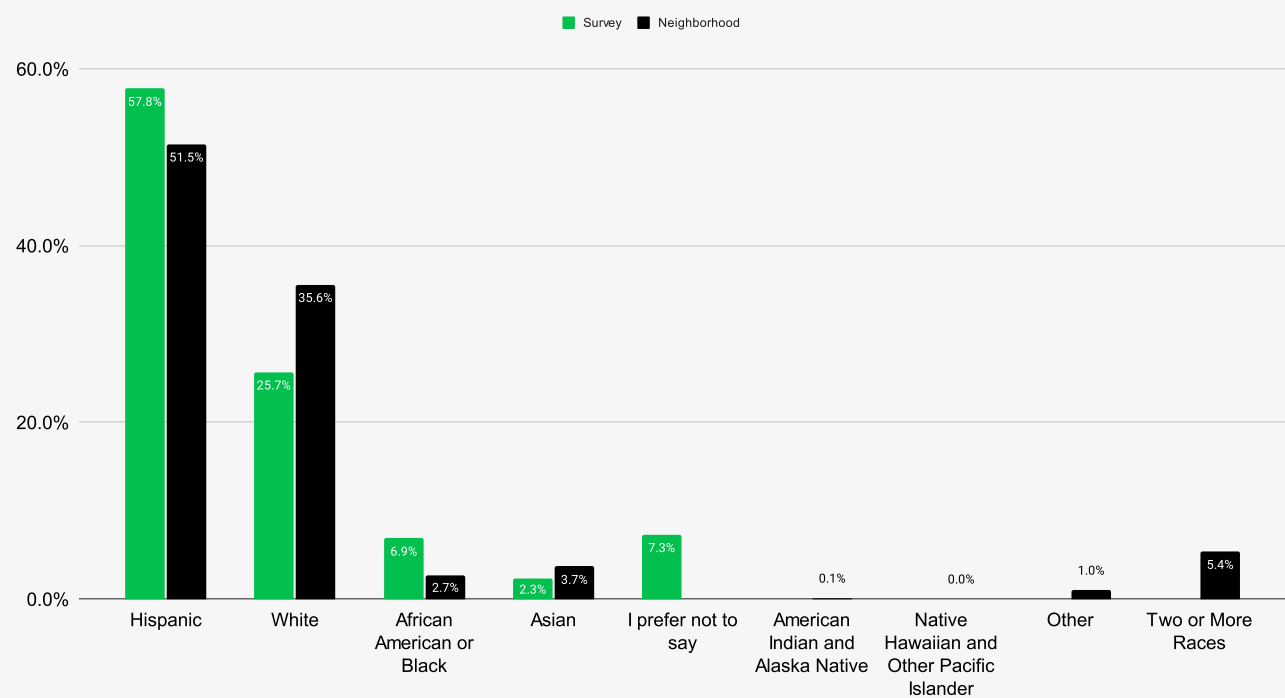
Source: Intercept survey & US Census data

Goal: Socioeconomic Mixing

Signal:
Mixing on Site

Metric: Racial and ethnic diversity of site visitors

Racial and ethnic diversity at the site compared to the neighborhood



Source: Intercept survey & US Census data

Limitations & Solutions

Due to COVID 19 social distancing, our team had difficulty completing in person surveys. We posted a QR code so people could scan the code and access the survey via their Smartphone, but had low participation.

Currently, the Manager of Community Outreach will be working with a team of Community Outreach Interns and Volunteers this summer to complete neighborhood surveying efforts.