



— KEY FINDINGS REPORT — April 2024

Koh Norea Pop-Up Kiosk

Implemented by



In Partnership with



Supported by



Introduction

Background of the initiative

Koh Norea is a rapidly developing area in Phnom Penh with potential to become a vibrant place to live, work, and enjoy and to pioneer a more sustainable, holistic approach to urban planning in Phnom Penh. Norea City's developer, the Overseas Cambodian Investment Corporation (OCIC), has engaged with the Build4People project and SMMR around how to integrate planning and design principles of Transit-Oriented Development and sustainable urban growth in the new Norea City site. Koh Norea was the site of Build4People's Eco-City Transition Lab (ECTL) this March 2024, a collaborative, multi-stakeholder dialogue and planning process.

Transit-Oriented Development (TOD) is a strategic urban planning approach aimed at creating compact, mixed-use communities centered around accessible, multimodal transport hubs to improve urban liveability. This form of development enables easy access to essential services, economic growth with increased land value, and the creation of public spaces for building a sense of community and overall well-being.

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Pop-Up Kiosk Approach

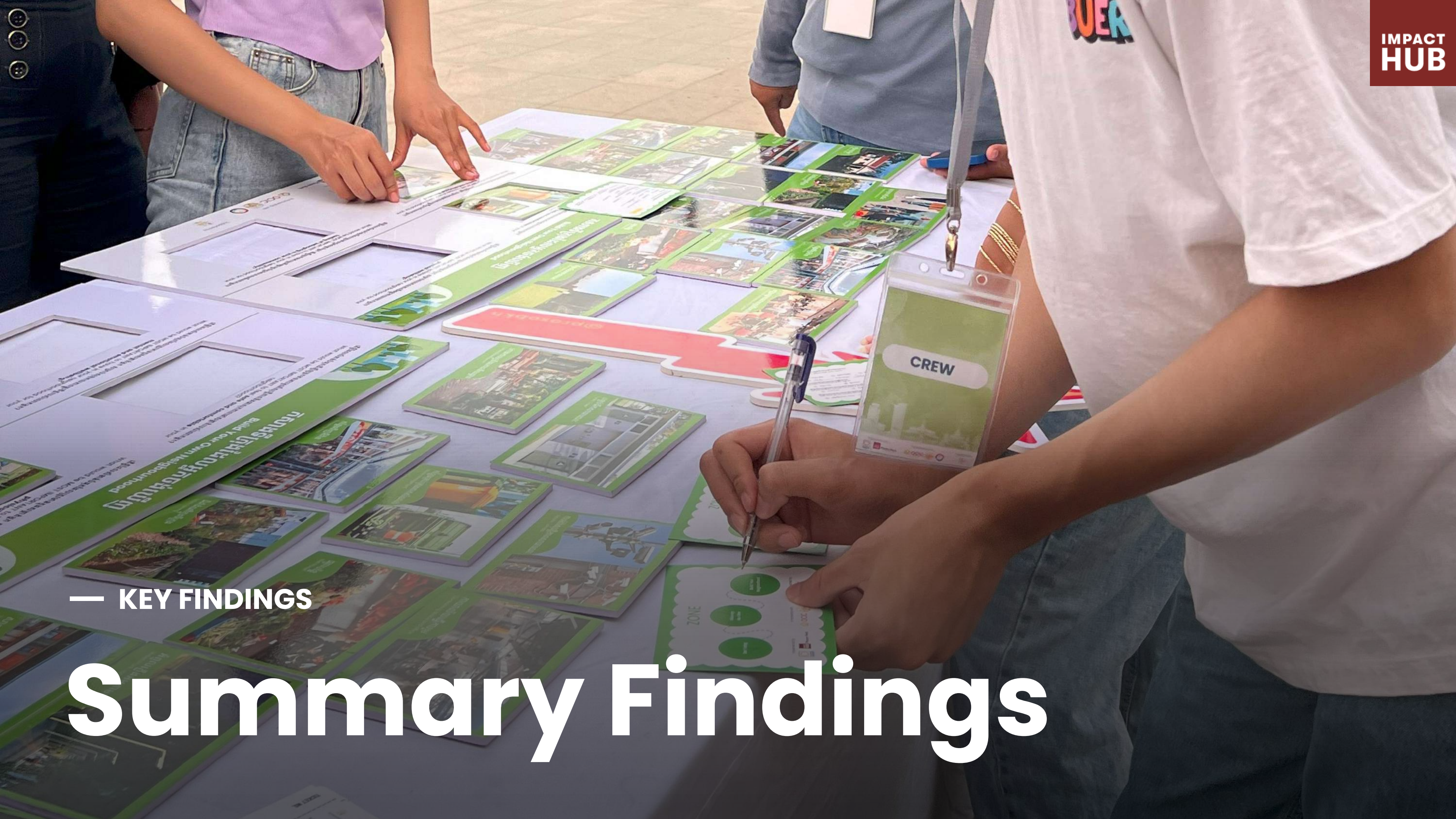
Enabling this form of planning relies heavily on the collaboration among public and private sector, academia, and local communities. And as Phnom Penh rapidly expands and explores transit projects, there is a need to tailor the concept to the specific needs of Phnom Penh residents.

Within this framework, a pop-up kiosk serves as an innovative pilot tool to:

1. Increase awareness and knowledge about TOD and its benefits to the public, the private sector, national and local authorities and academia.
2. Collect initial insights related to TOD's core values of Node, Place, Market Potential, thereby informing stakeholders into adapting measures to increase accessibility, placemaking and market opportunities.
3. Enable greater citizen participation activities into Cambodia's planning processes.

With support from and in collaboration with SMMR and Build4People, Impact Hub Phnom Penh (IHPP) established a pop-up kiosk at Koh Norea over the course of 8 days between 28 February and 10 March 2024. The project's guiding question was: *What are the public needs and preferences around how to transform Koh Norea into a vibrant and desirable destination?*

We collected insights from 1,041 people of all ages through three participatory activities set up at the pop-up kiosk along the Koh Norea riverside. Key results of these data are shared in this summary report. These data provide actionable insights on the public's priorities for urban livability that can inform demand-driven development of Koh Norea and other areas of Phnom Penh. Beyond these insights alone, the success of the pop-up kiosk also demonstrated the potential of such participatory engagement approaches in Phnom Penh.



— KEY FINDINGS

Summary Findings

Summary Findings

Green Spaces

There is clear, strong demand for public green spaces and greenery. Across every activity and demographic group, trees and green parks emerged as a dominant priority.

Waste Management

Waste management and cleanliness emerged as another strong priority. While waste management is often considered functional infrastructure, the data here show that proper waste management is critical to people's sense of wellbeing, comfort, and livability. While this was a priority for a cross-cutting demographic of respondents, proper waste management emerged particularly strongly as a priority for the young adult demographic.

Communal Public Spaces

There appears to be little demand for commercial and residential development. Even communal commercial development like malls or coffee shops did not emerge as a strong priority. Instead, after green spaces, preferences trended towards spaces for exercise (open fields, gyms) and other public gathering spaces (urban furniture/seating).

Transportation

Preferences for public transportation did not emerge as a strong trend in the responses. In the open-ended "Visionary Headline" activity, parking and traffic management came up frequently, but public transportation alternatives were not mentioned.

Summary Findings (continued)

Influence of Gender

Overall, respondents' gender had little influence on their choices and priorities. Responses were very similar between male and female respondents.

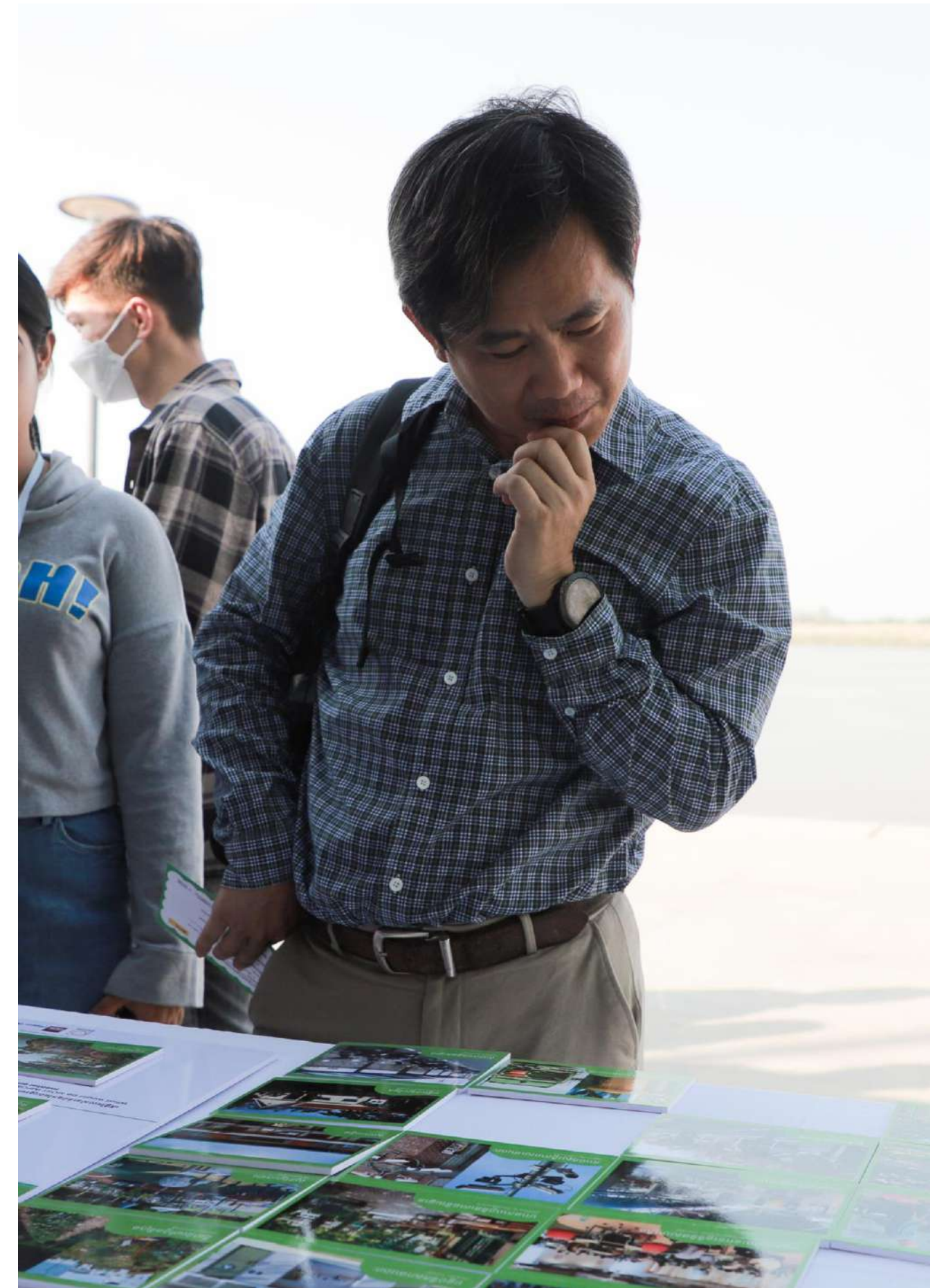
Influence of Age

Age had some effect on respondents' priorities, particularly when looking at the oldest age groups* (although it is important to note that these were small sample sizes). That said, for the most part, all age groups trended towards similar priorities or the differences in opinion were minor.

Attraction of Public Space

Most visitors who participated in the kiosk came from districts far away from Koh Norea. This demonstrates the desire for public spaces in Phnom Penh, with people willing to travel long distances to enjoy those few spaces that exist.

*For child safeguarding reasons, the data were not disaggregated for visitors under 18 years old.



Notes on Methodological Limitations

The kiosk has proven to be an excellent method of activating people, getting them involved in a potentially complex topic and obtaining a variety of ideas and inspiration. However, these types of activating methods are also associated with some methodological limitations:

- The results/data are **not representative** of the residents of Phnom Penh. There is a self-selection bias as the people who have already decided to visit this riverside location might belong to a certain group of residents. The demographics only reflect these visitors, and are not representative of the demographics of Phnom Penh residents as a whole.
- The order in which the posters are presented can have an influence on the **response tendency**.
- The photos used for the posters are of high quality and improved accessibility of the material (which is great). However, the choice of images also may have **affected the public's preferences** (people not only rate the content, but also their preferences for the images, even if they may not realize it).
- People saw how others voted on the dot-voting activity. This may have influenced their own rating/preferences (**approval bias**).



— KEY FINDINGS

Visitor Demographics

— DEMOGRAPHICS

Data Collection Approach

Visitors received a card at the entrance of the kiosk and filled out the demographic questions.

Each card was assigned a unique ticket number. We recorded this ticket number along with the person's response in subsequent activities to be able to link their demographic profile to their response.

Visitors submitted their card to kiosk staff after completing the last activity.

Demographic Card

NO 342

ចូរលោកអ្នកជួយបំពេញព័ត៌មាននៅខាងក្រោម។
Please help to fill the information down below.

ភេទ/Gender

ស្រី/Female
 ប្រុស/Male
 ខ្ញុំជាខ្ញុំ/I am who I am

អាយុ/Age: _____ ខណ្ឌ/Khan: _____

តើអ្នកមានកូននៅក្រោមអាយុ១៥ឆ្នាំដែរទេ?
Do you have any children under age 15?

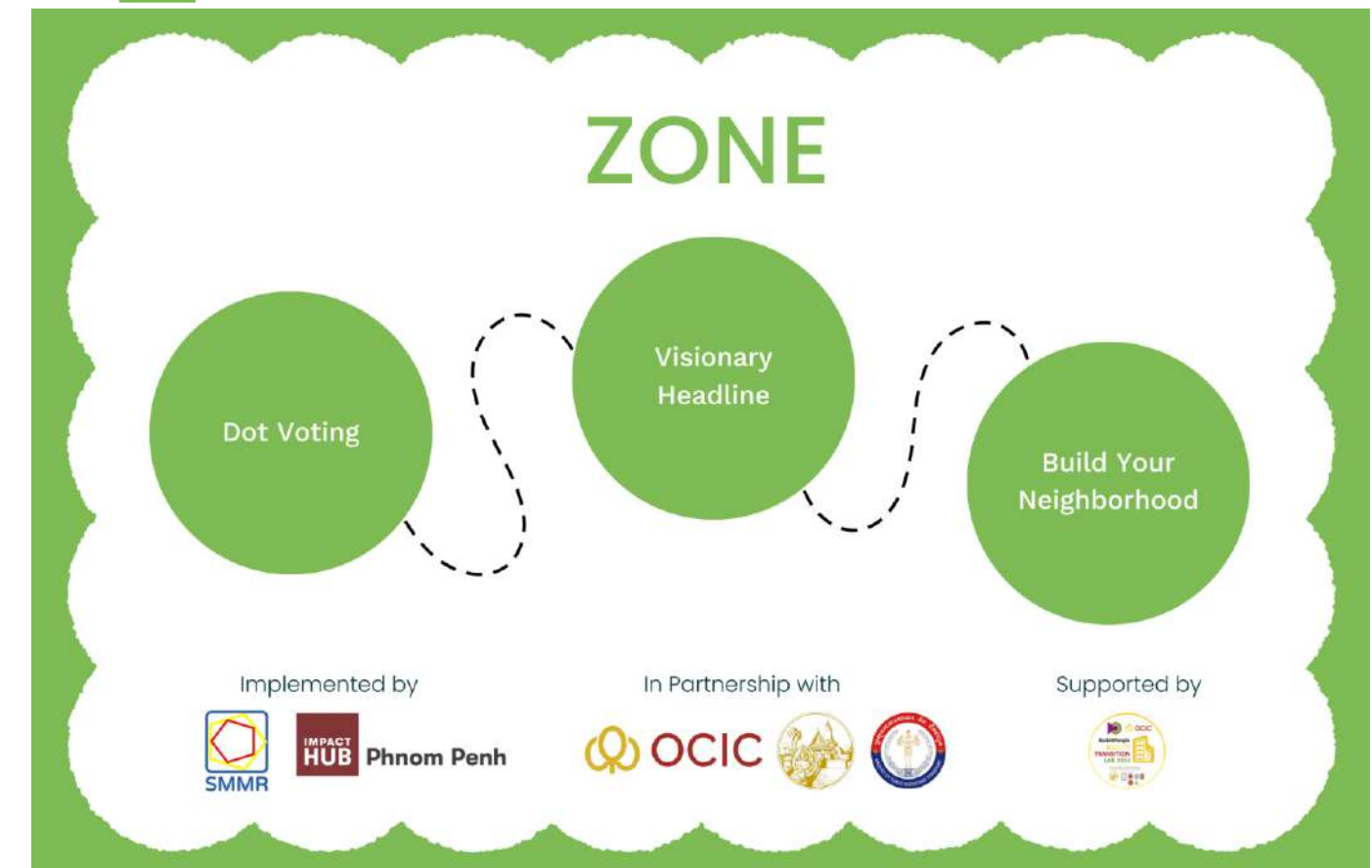
មាន/Yes
 គ្មាន/No
 ផ្សេងៗ/Other

តើអ្នកគិតថាខ្លួនឯងកំពុងរស់នៅជាមួយភាពមានពិការភាពដែរទេ?
Do you consider yourself living with a disability?

មាន/Yes
 គ្មាន/No
 ផ្សេងៗ/Other

តើអ្នកមកលេងកោះនរោជាញីកញ្ចប់ប៉ុន្មានដងដែរ?
How often do you come to Koh Norea?

លើកទី១/1st Time
 ១-៧ដងក្នុងមួយសប្តាហ៍
1-7 times/week
 ១-៤ដងក្នុងមួយខែ
1-4 times/month
 យូរៗមកម្តង
Not often



< Front side

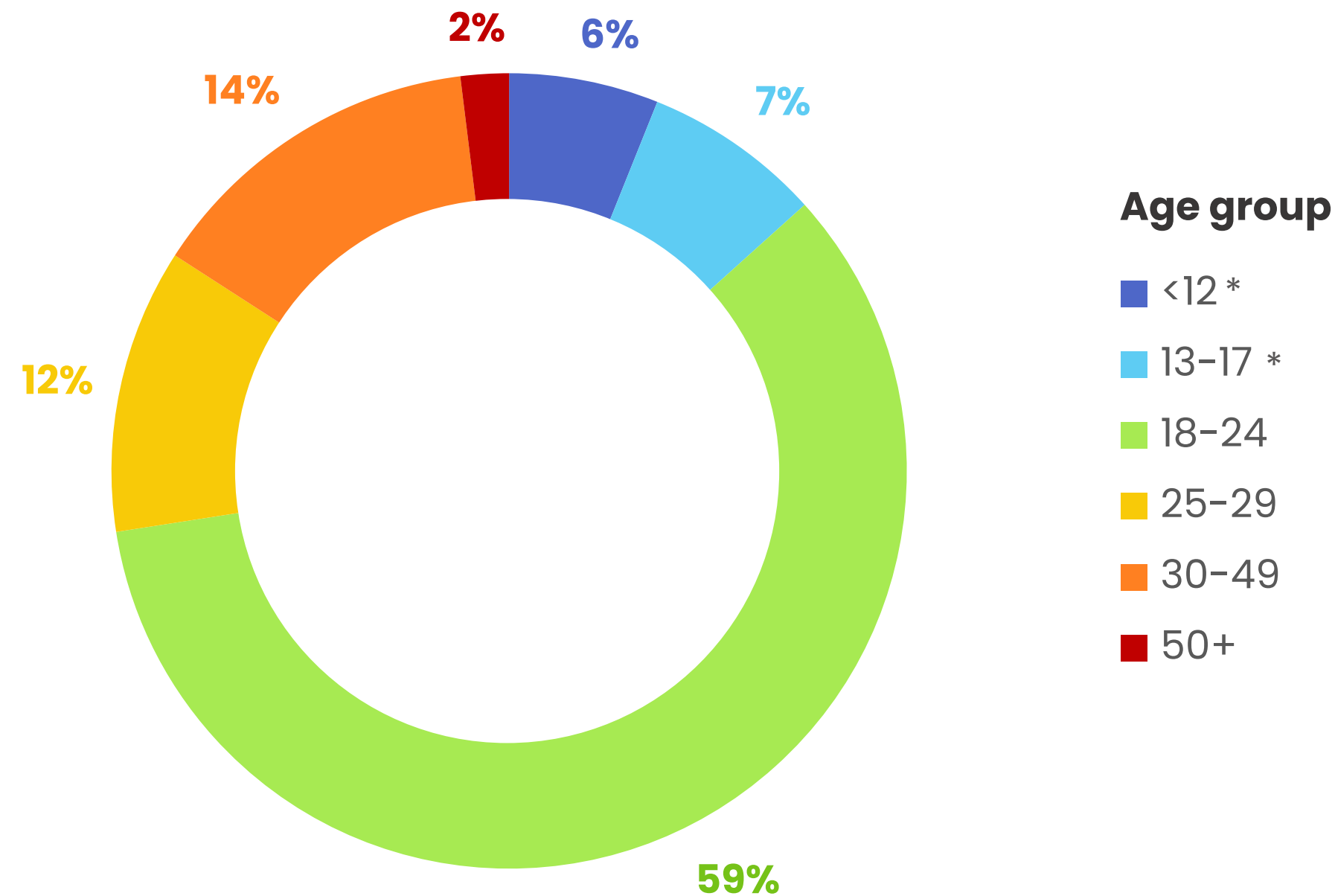
^ Back side

Summary of Findings

- Kiosk visitors overwhelmingly skewed young. 84% of respondents were under 30 years old. 40% were ages 18–21 alone.
- We achieved near gender parity among respondents, with slightly more female visitors (52%) than male visitors (46%).
- Of over 1,000 respondents, 43 self-identified as living with a disability.
- 10% of respondents reported having at least one child under 15 years old.
- Over half of respondents were infrequent visitors to Koh Norea: 36% visit “not often,” and for 19% of respondents, this was their first time.
- Despite Koh Norea being located in Khan Chbar Ampov, only 13% of kiosk respondents live in this district, and only 2% and 4% in neighboring Boeung Keng Kong and Daun Penh, respectively. We received visitors from every district in Phnom Penh (highest proportion from Khan Sen Sok, closely followed by Khan Mean Chey). Nearly 9% of respondents were from outside Phnom Penh city (most from Kandal and Areyksat).

Age

Figure 01: Distribution of kiosk visitors by age group



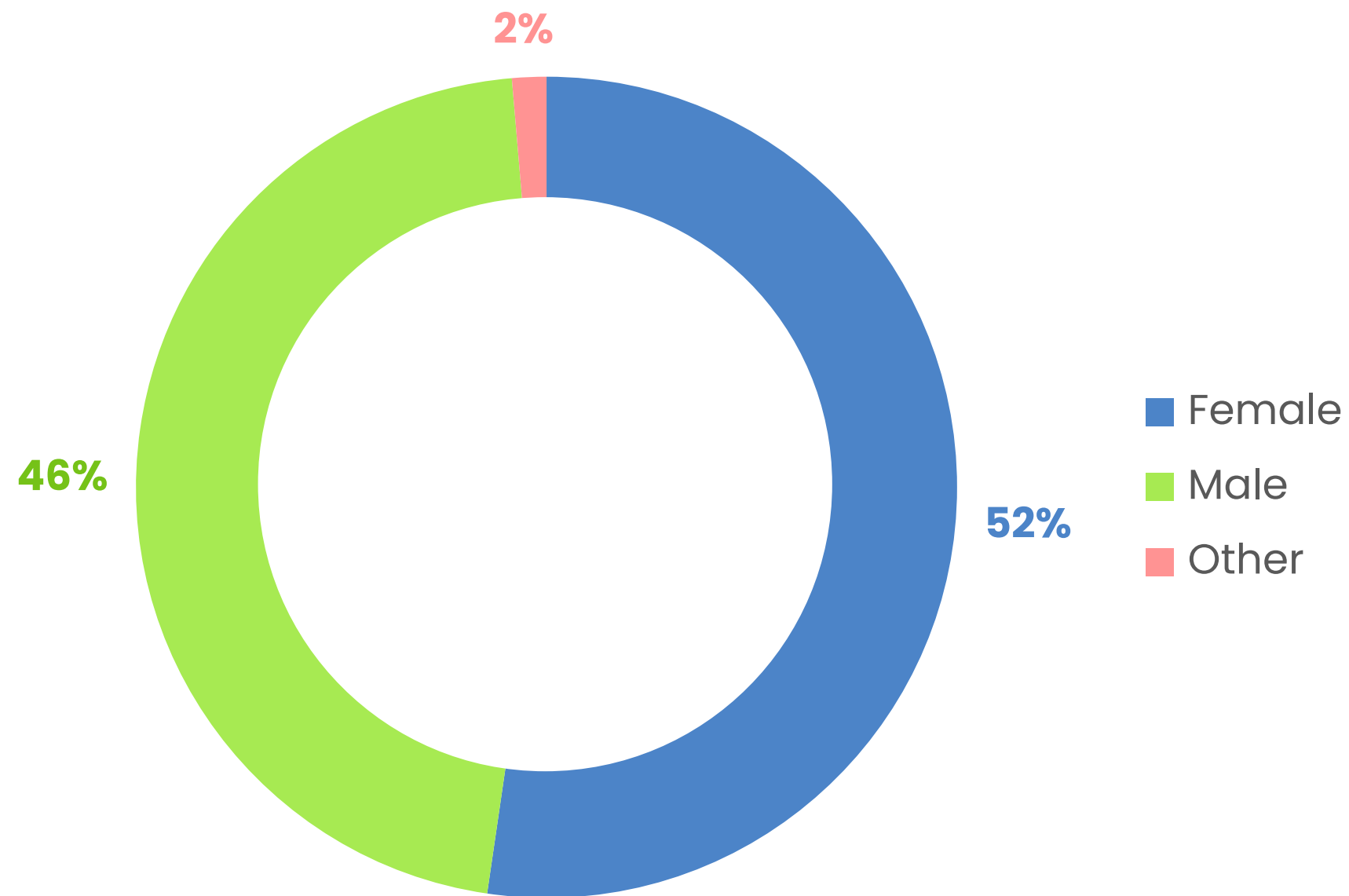
- Oldest visitor: 81 years old
- Nearly 40% of visitors (401 people) were 18, 19, 20, and 21 years old (about the same number of respondents of each of these ages)
- Very few elderly people visited the kiosk (20 people 50+ years old). This is largely due to the demographics of visitors at large in Koh Norea.

n=1020. Excluding blank responses.

**In the remainder of the report, data for visitors under 18 has not been disaggregated.*

Gender

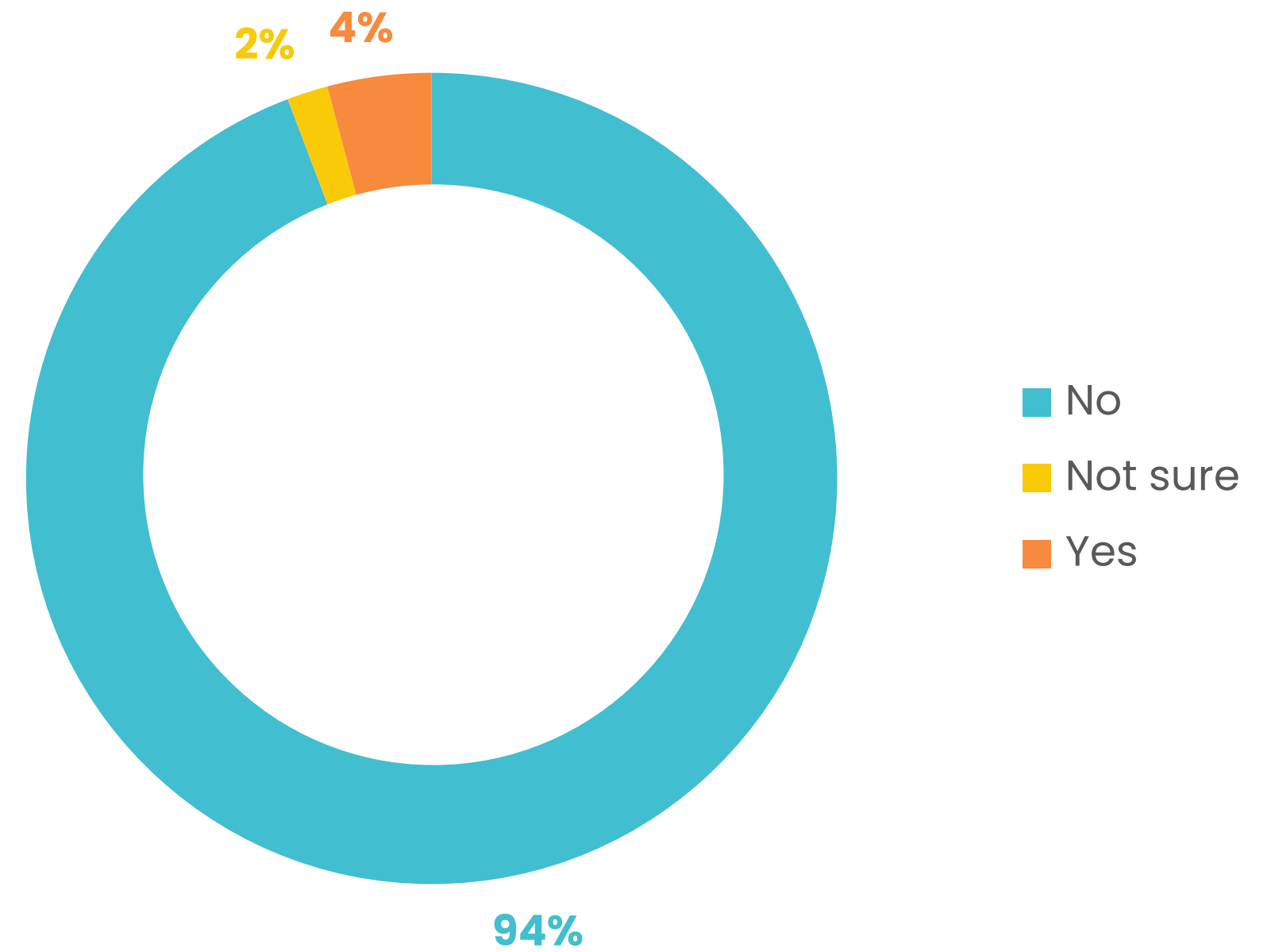
Figure 02: Distribution of kiosk respondents by gender



n=1038. Excluding blank responses.

Disability

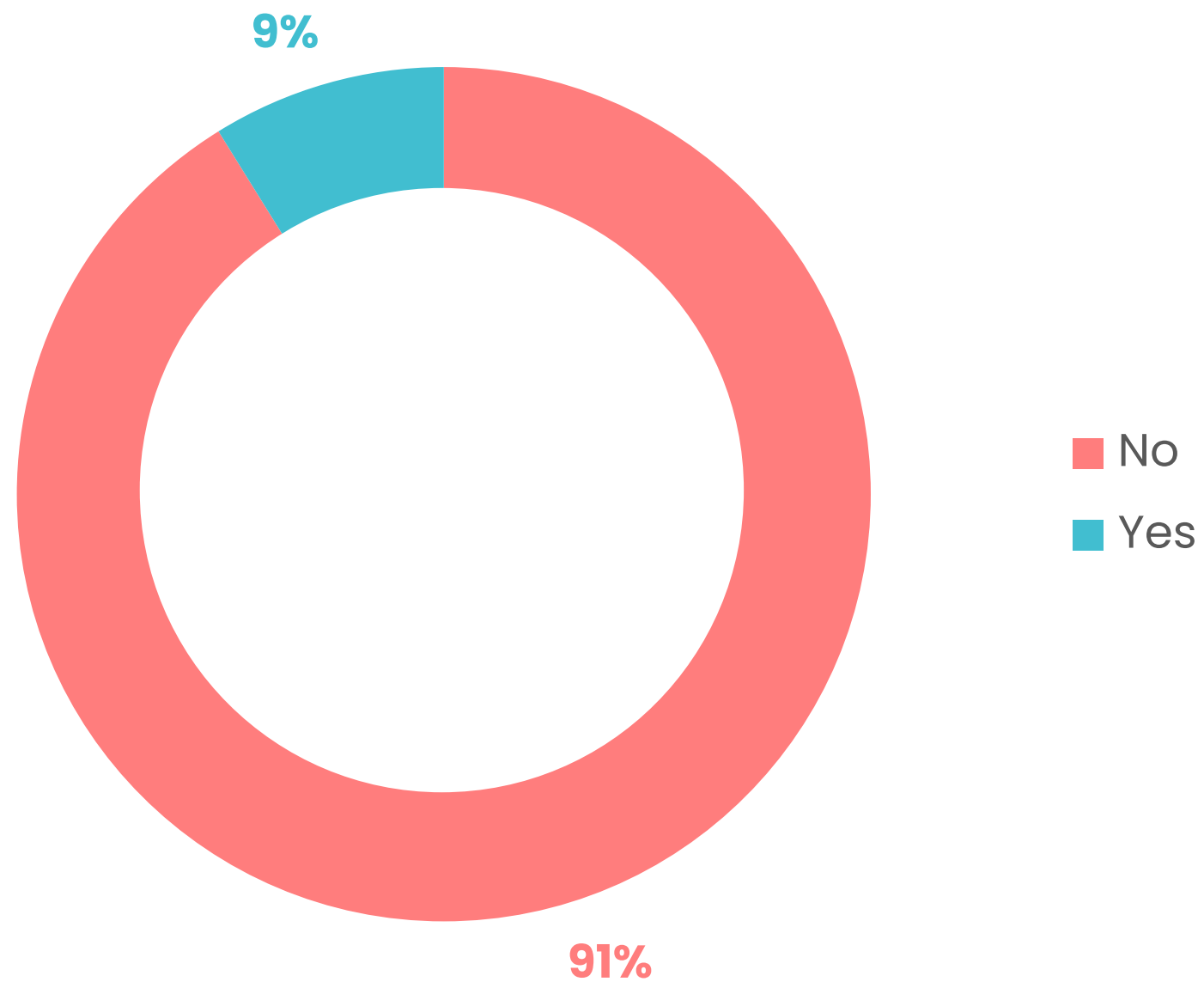
Figure 03: Kiosk respondents self-identifying as living with a disability



n=1039. Excluding blank responses.

Parental Status

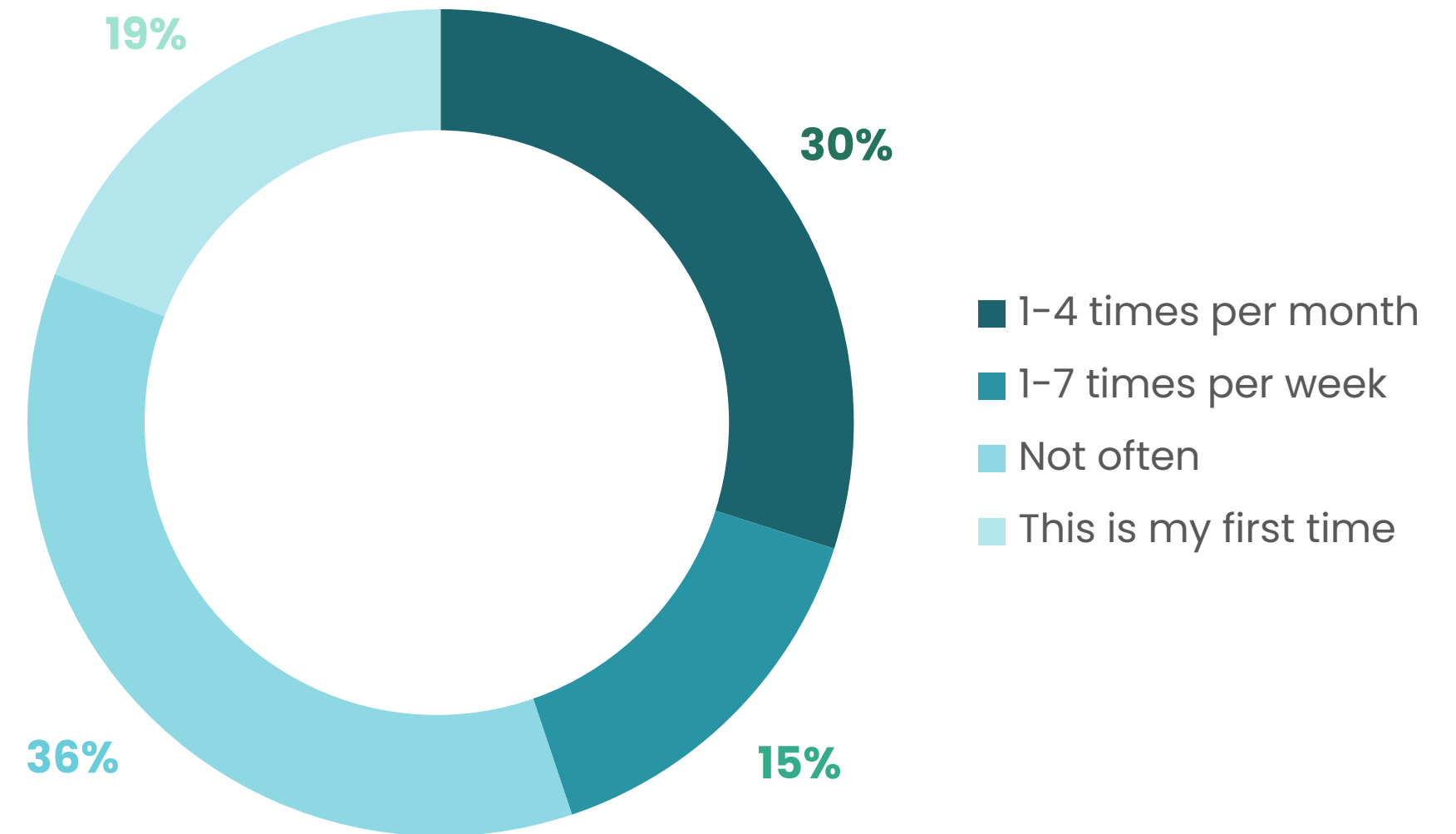
Figure 04: Kiosk respondents who reported having at least one child under age 15



n=1038. Excluding blank responses.

Frequency of Visit

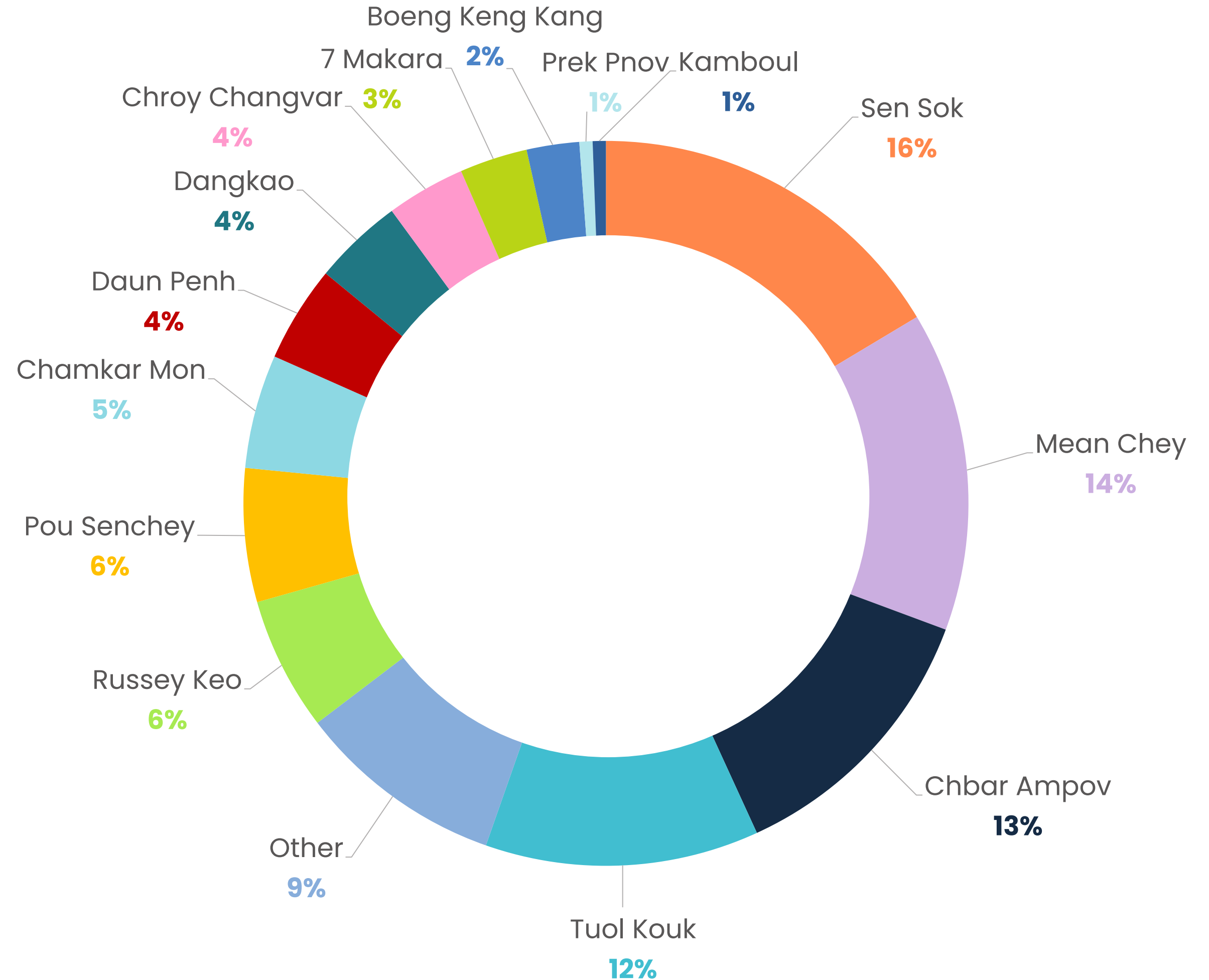
Figure 05: Kiosk respondents' answer to the question: "How often do you visit Koh Norea?"



n=1039. Excluding blank responses.

Residence

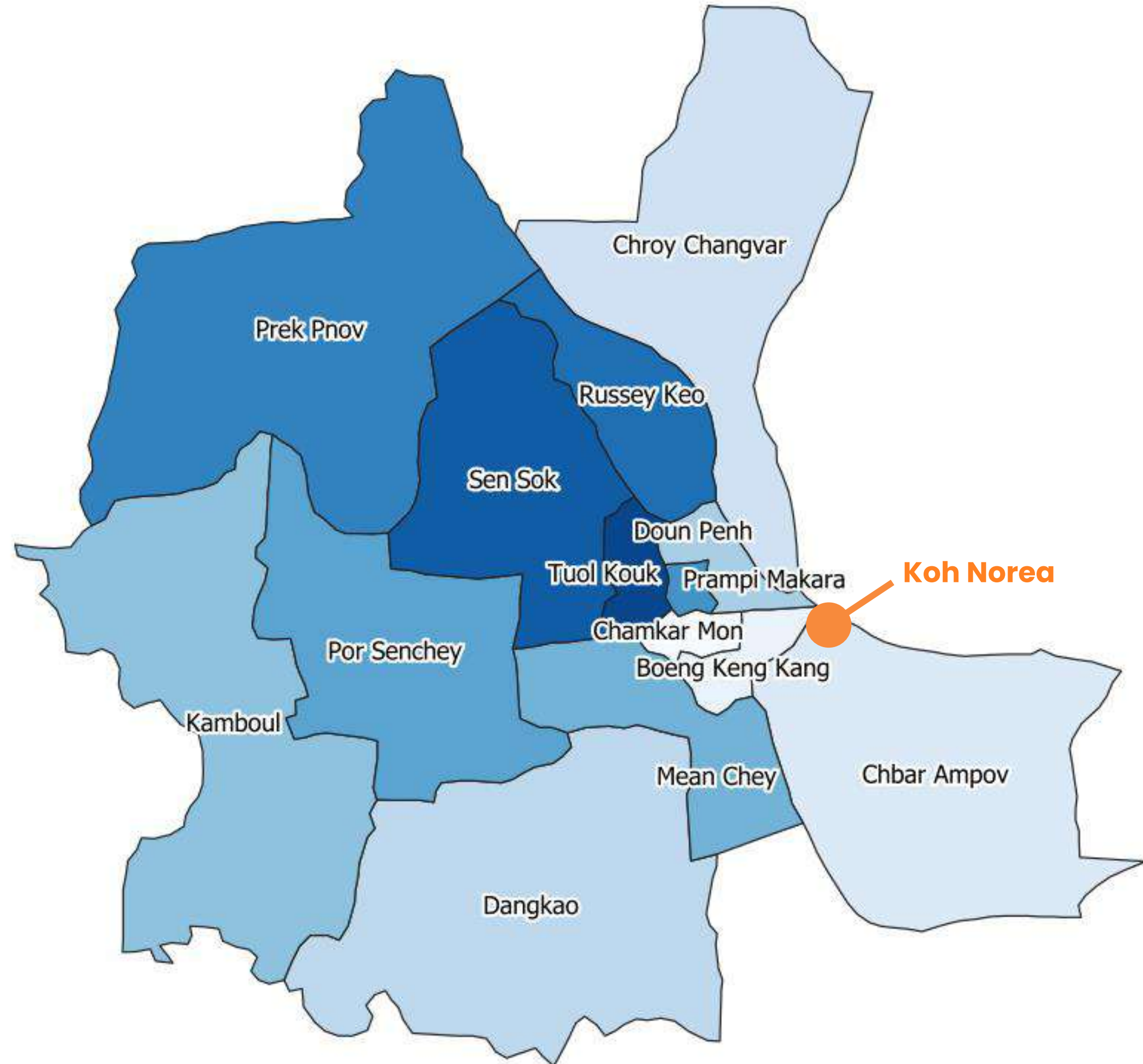
Figure 06: Distribution of kiosk respondents by khan (district) of residence



n=1024. Excluding blank responses.

Residence

Figure 07: Reference map of khan (districts) in Phnom Penh





— KEY FINDINGS

Dot Voting

តែលម្ហូមធ្មេចាយដឹកជញ្ជូន
សូមជ្រើសរើសតែលម្ហូមធ្មេចាយដឹកជញ្ជូនដែលអ្នកគិតថាសំខាន់បំផុតដោយដាក់ចុះពិន្ទុលើកាតព្វកិច្ចខាងក្រោម។
Please select the best public transport mode frequently. Place a dot on the card you consider it important.

ស្រុកស្រែចម្ការ
Rural area

ផ្លូវថ្នល់
Road

តែលម្ហូមធ្មេចាយថ្មើរជើងសាធារណៈឲ្យមានសុវត្ថិភាព
Free sidewalks and accessibility

សាលាប្រឹក្សាសង្កាត់
Neighborhood council

សាលាប្រឹក្សាសង្កាត់សម្រាប់កុមារ
Neighborhood council for children

ចក្ខុវិស័យលើក
សូមបិទស្លឹកខ្ទឹមលើផ្នែកណាមួយដែលអ្នកគិតថាសំខាន់បំផុតដោយដាក់ចុះពិន្ទុលើកាតព្វកិច្ចខាងក្រោម។
Please select the public spaces you believe should be developed. Indicate your choice by placing a dot next to the card.

PUBLIC SPACE VISIONING

ឧទ្យានបៃតង
Ecological parks

ផ្លូវថ្នល់ដើមឈើបៃតង
Tree-lined streets

សួនកុមារសុវត្ថិភាពសម្រាប់កុមារ
Safe playgrounds for children

— DOT VOTING

About the Activity

OBJECTIVES

Understand which types of urban features, infrastructure, and development the community prioritizes

METHODOLOGY

Participants voted using sticker dots on their 1 top “choice” on each themed board (4 boards total):

- Characteristics of a livable city
- Improving transportation
- Types of development (built environment)
- Public space visioning

ANALYSIS

Quantitative counts of the dots on each board

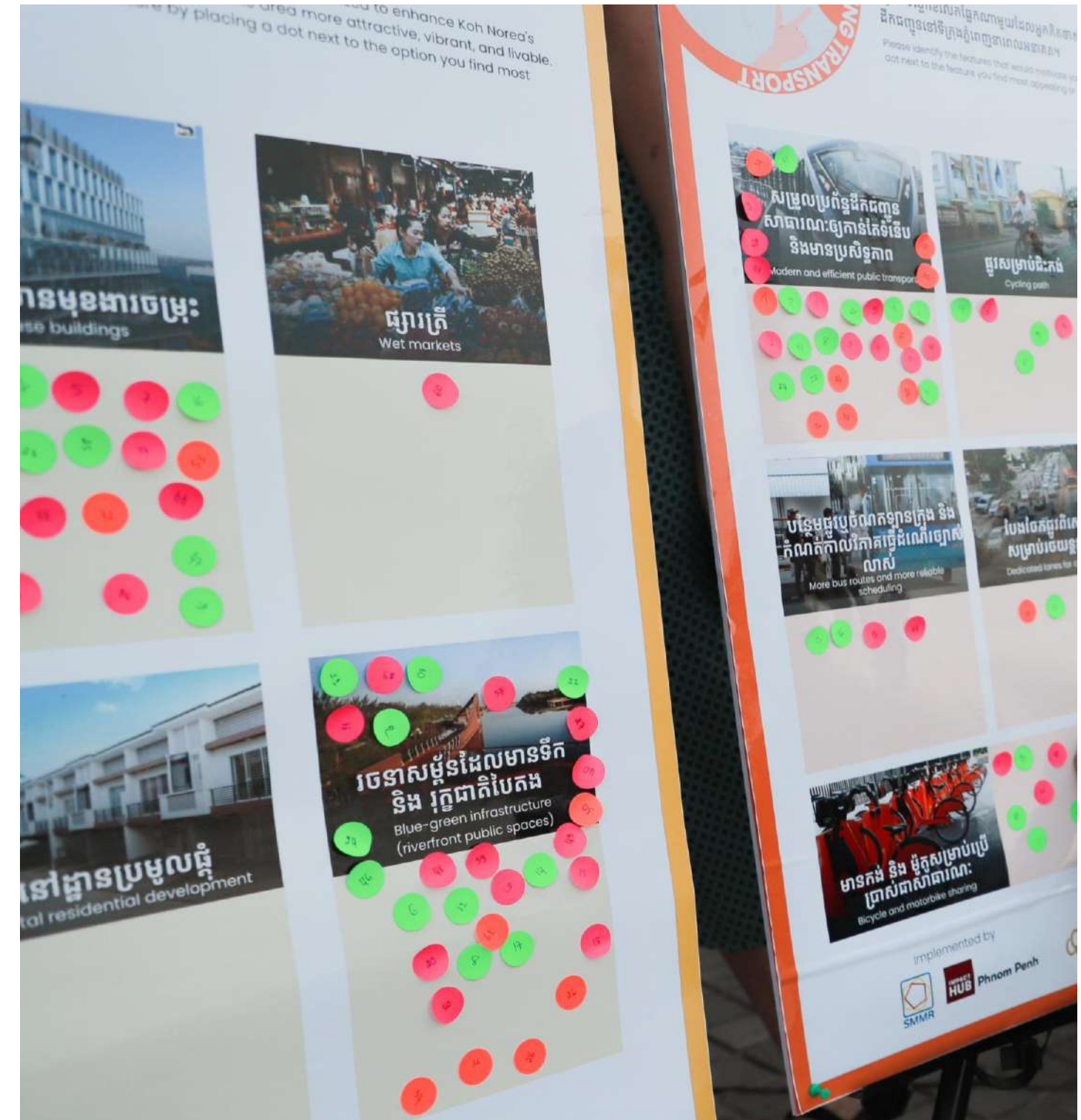
Summary of Findings

- Across all four “boards,” the public’s **preference for public space and urban green features** (greenery, trees, parks) was overwhelmingly clear. Even within the board focused on public space, two-thirds of respondents prioritized public spaces with an aspect of *greenery* (42%, ecological parks; 35%, tree-lined streets) over public spaces with higher *entertainment or functionality* such as exercise areas, playgrounds, or football fields.
- Despite the cross-cutting dominant preference for urban green features, when asked about the most important characteristic of urban livability, **effective waste management** was prioritized almost as highly as parks and green space.
- When asked about preferences for types of development, only 3% of respondents selected residential towers, and only 1% selected horizontal residential development (i.e., boreys). Yet, these represent the predominant type of development at present in Phnom Penh. In this category, over two-thirds of respondents chose “blue-green infrastructure (riverfront public spaces),” demonstrating the demand for **open public space over residential or commercial development**.
- Respondents were **split on preferences for improving transportation**. Modern and efficient public transport (visualized as skytrains on the board) (35% of votes); bicycle and motorcycle sharing (22%); and free sidewalks and walkability (20%) represented the top three priorities.

Summary of Findings (continued)

Overall, **we did not find many differences in responses based on the gender of the respondents.** Minor differences include:

- Livable city board: Slightly higher proportion of female respondents selected “effective waste management” than male respondents, with slightly more male respondents choosing other characteristics across the board.
- Improving transportation board: Slightly more female respondents selected “bicycle and motorcycle sharing” than male respondents; whereas slightly more male respondents selected “modern and efficient public transport” than female respondents.
- Public space visioning board: More female respondents selected “tree-lined streets” than male respondents, with slightly more male respondents choosing other characteristics across the board.



Summary of Findings (continued)

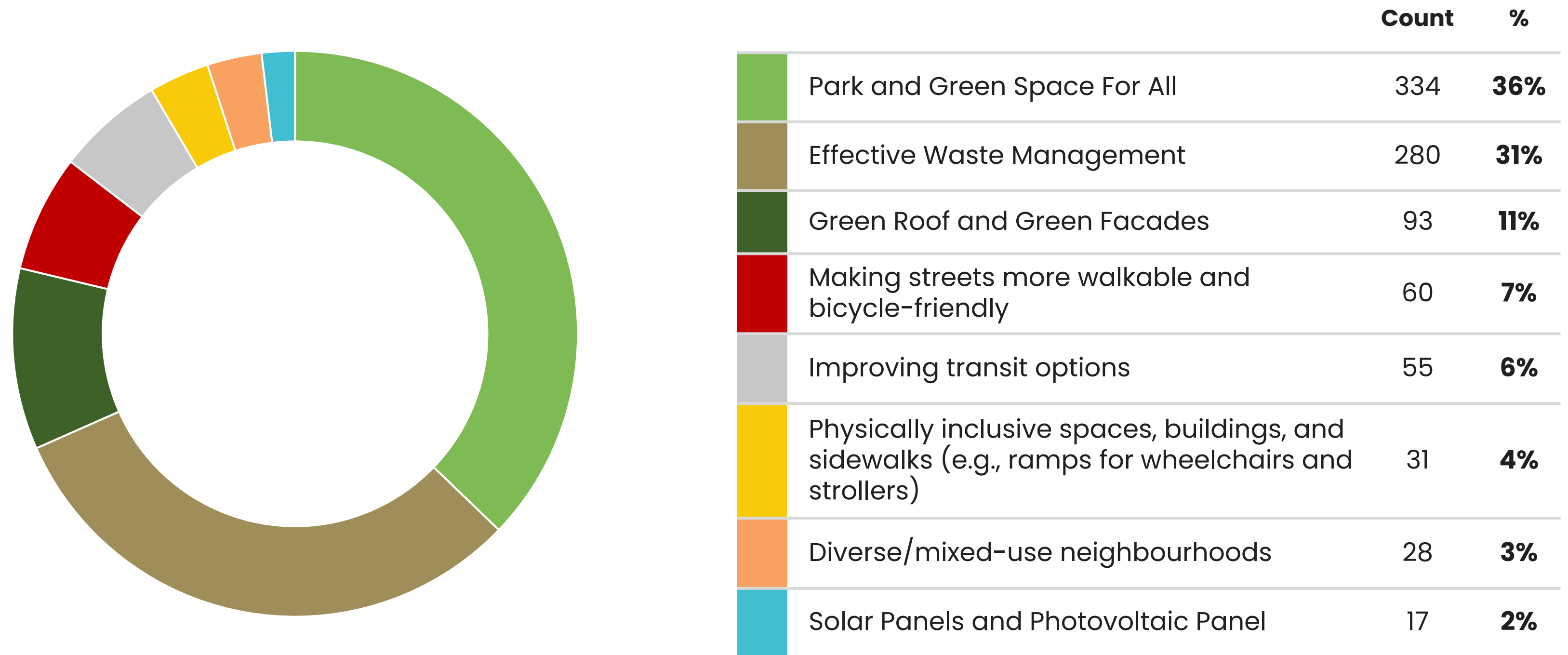
Responses generally trended in similar directions regardless of **age group**, with a few exceptions (noting that the sample size for respondents 50+ years old is small and thus the data is likely less reliable and representative). Differences were most pronounced on the “public space visioning” board (a greater proportion of the 50+ age group selected open-space exercise areas and public plazas than any other age group) and “types of development” where the 50+ age group favored residential development more than other age groups.

For child safeguarding reasons, the data were not disaggregated for visitors under 18 years old.



Characteristics of a livable city

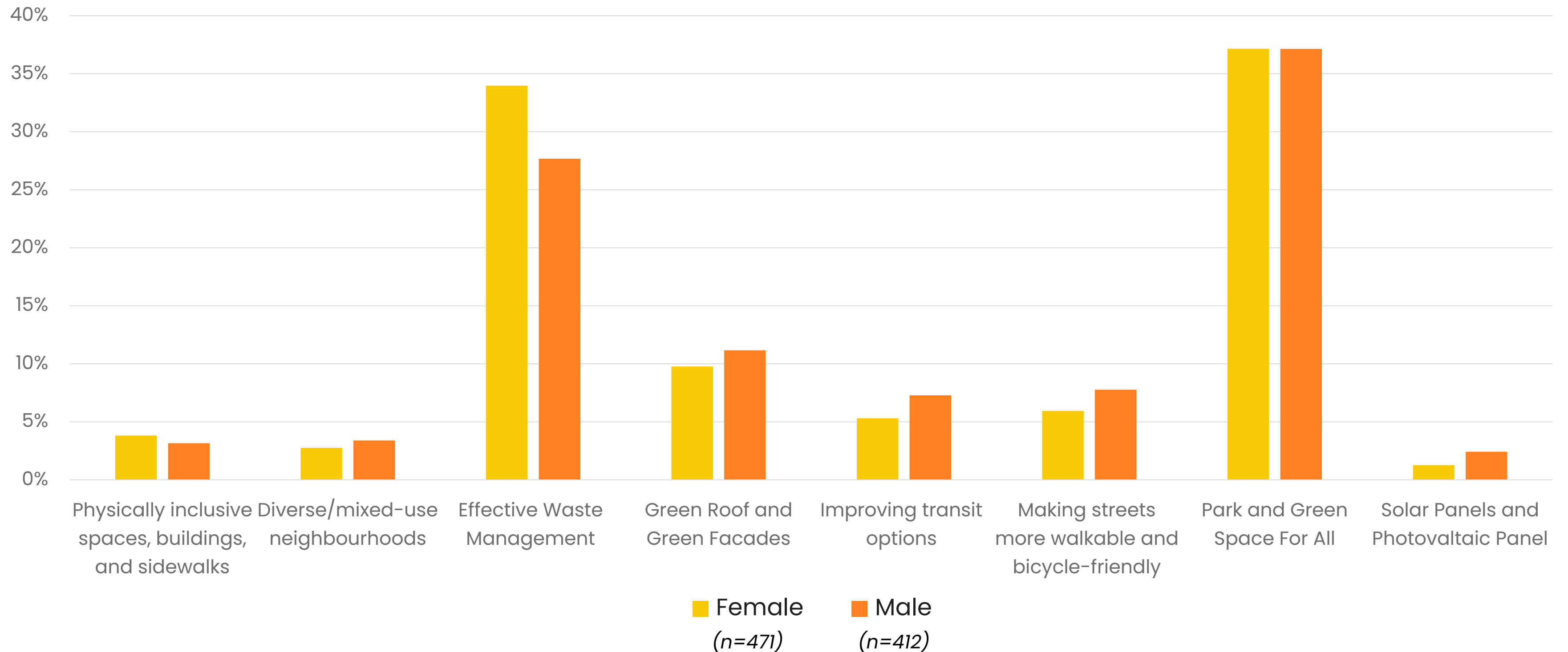
Figure 08: Responses on the Dot Voting activity board focused on key characteristics of a livable city



n=898. Excluding responses from visitors who voted more than once in the same category.

Characteristics of a livable city (continued)

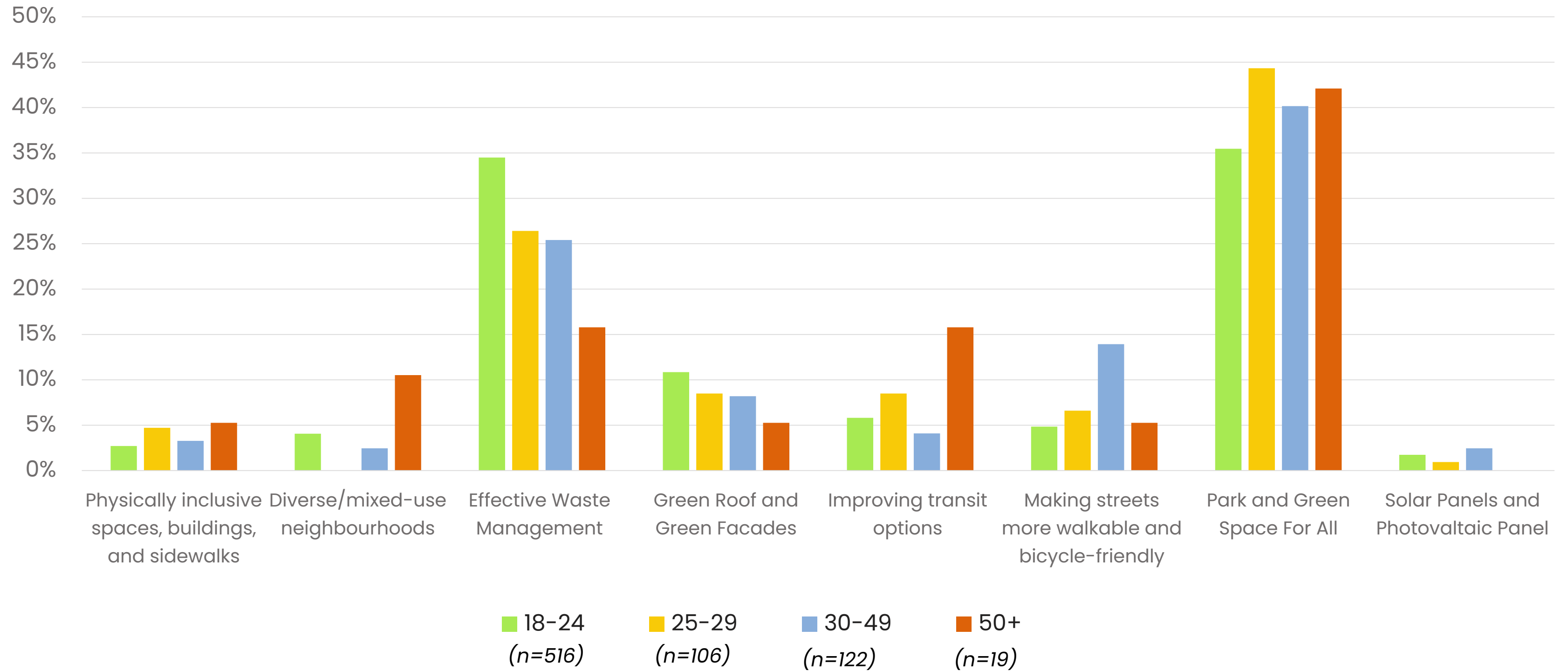
Figure 09: Percent of respondents selecting each option by gender



Excluding respondents who identified as "Other gender" due to small sample size (n<10).

Characteristics of a livable city (continued)

Figure 10: Percent of respondents selecting each option by age group



Excluding responses from visitors under age 18.

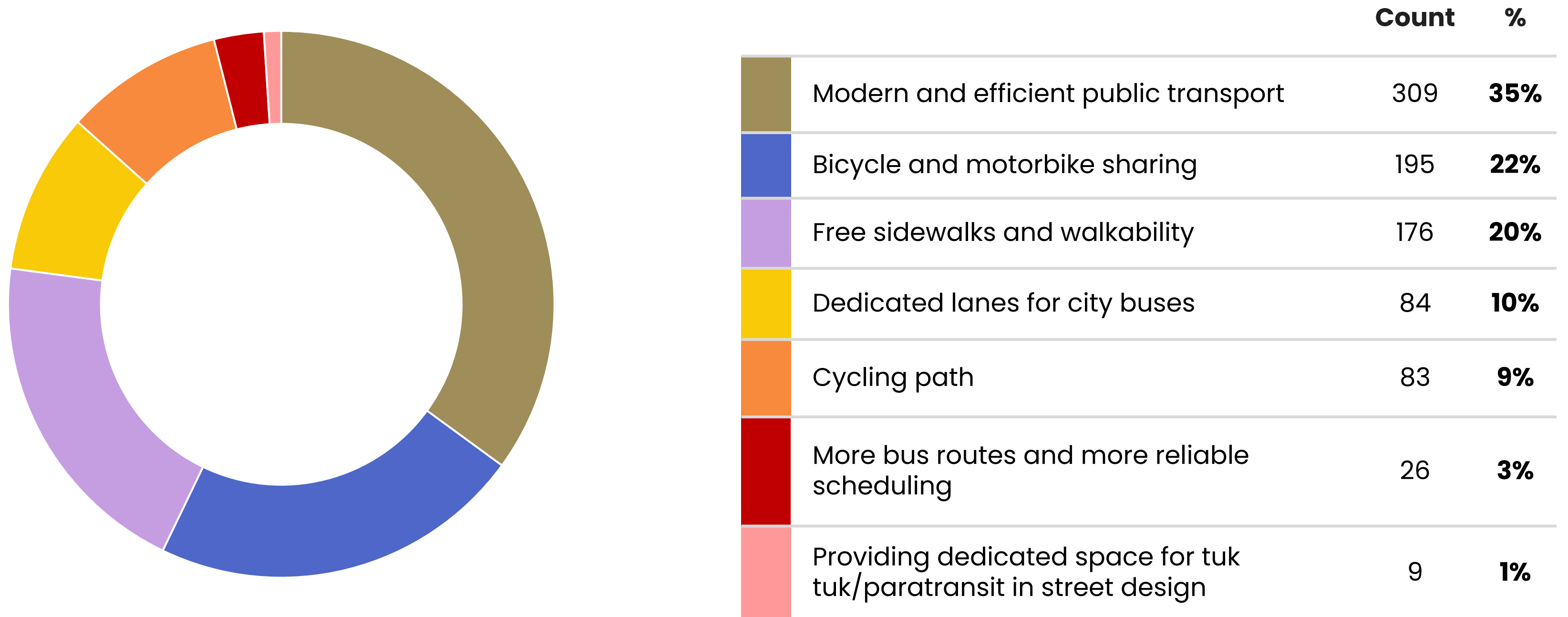
Characteristics of a livable city (continued)

Figure 11: Percent of respondents selecting each option by other demographic characteristics

	All respondents (n=898)	Self-identifying as living with a disability (n=41)	Has at least one child under age 15 (n=78)
Physically inclusive spaces, buildings, and sidewalks	4%	5%	4%
Diverse/mixed-use neighbourhoods	3%	2%	3%
Effective Waste Management	31%	34%	21%
Green Roof and Green Facades	11%	5%	9%
Improving transit options	6%	5%	8%
Making streets more walkable and bicycle-friendly	7%	12%	10%
Park and Green Space For All	36%	37%	44%
Solar Panels and Photovoltaic Panel	2%	0%	3%
Grand Total	100%	100%	100%

Improving transportation

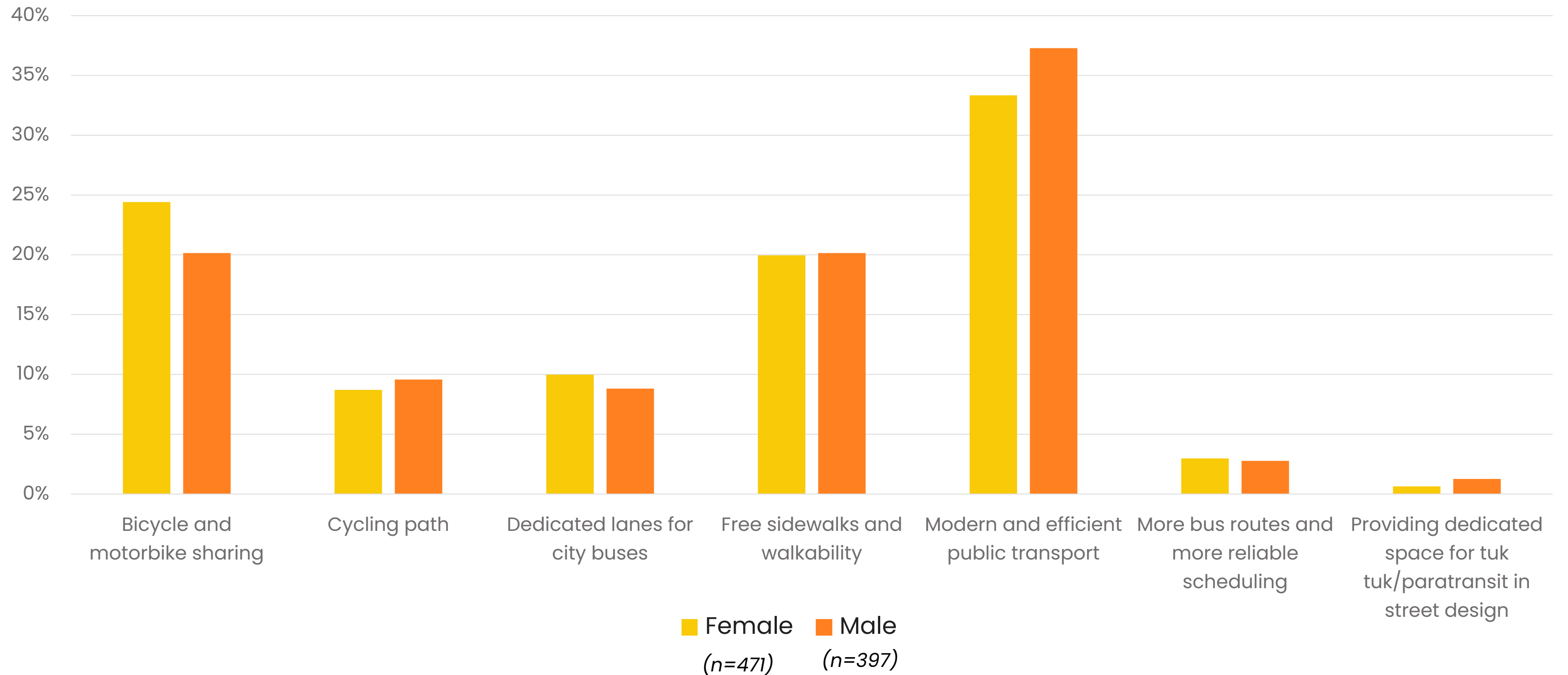
Figure 12: Responses on the Dot Voting activity board focused on improving transportation



n=882. Excluding responses from visitors who voted more than once in the same category.

Improving transportation (continued)

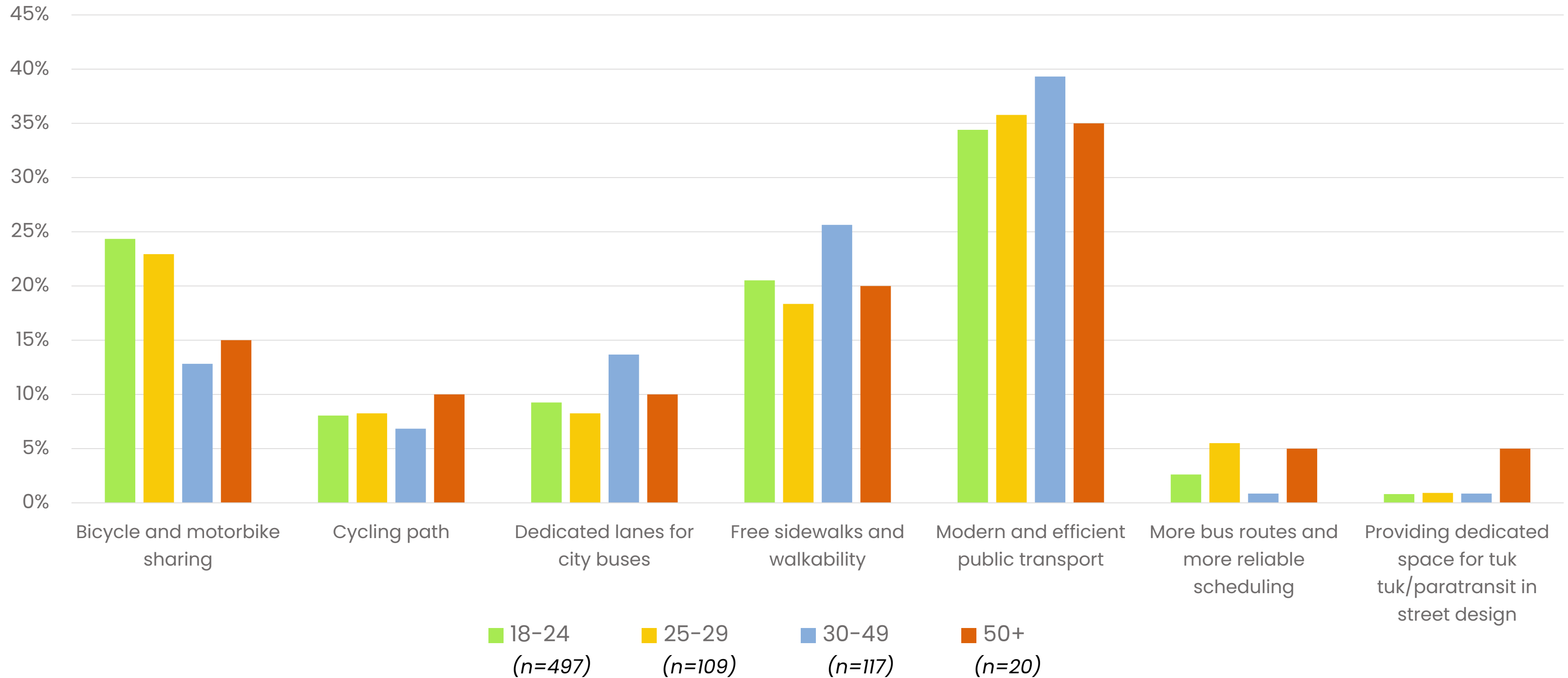
Figure 13: Percent of respondents selecting each option by gender



Excluding respondents who identified as "Other gender" due to small sample size (n<10).

Improving transportation (continued)

Figure 14: Percent of respondents selecting each option by age group



Excluding responses from visitors under age 18.

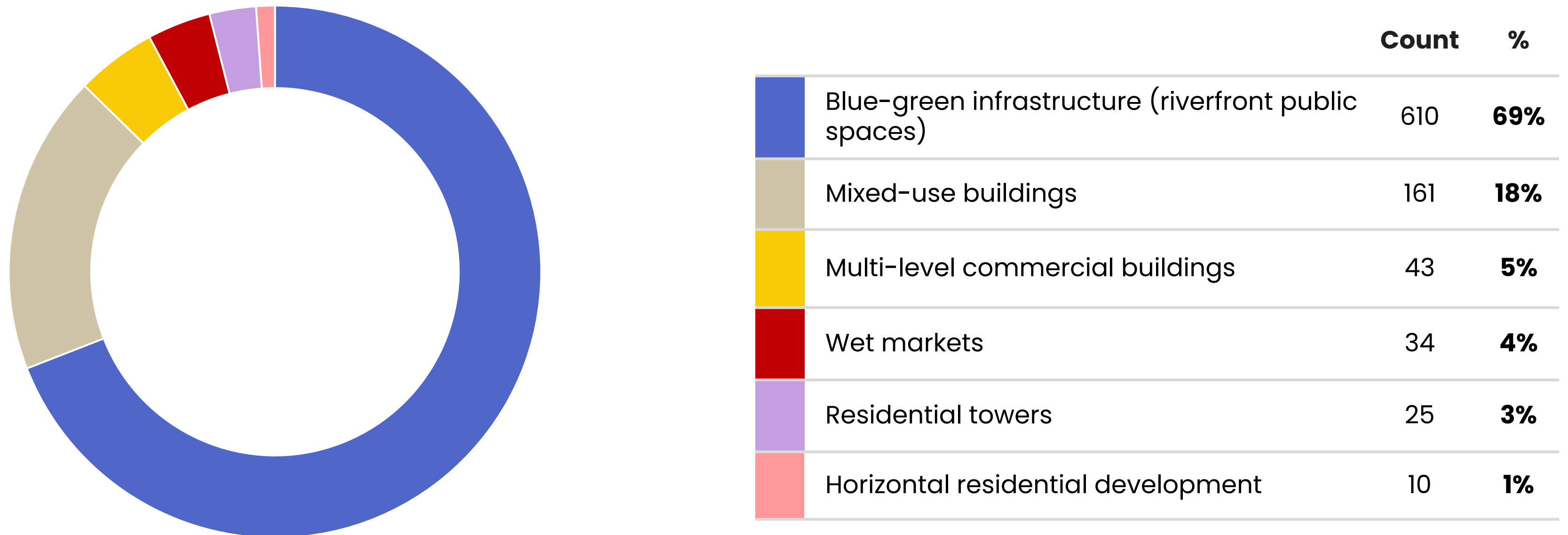
Improving transportation (continued)

Figure 15: Percent of respondents selecting each option by other demographic characteristics

	All respondents (n=882)	Self-identifying as living with a disability (n=37)	Has at least one child under age 15 (n=79)
Bicycle and motorbike sharing	22%	14%	8%
Cycling path	9%	11%	10%
Dedicated lanes for city buses	10%	8%	15%
Free sidewalks and walkability	20%	22%	27%
Modern and efficient public transport	35%	46%	35%
More bus routes and more reliable scheduling	3%	0%	3%
Providing dedicated space for tuk tuk/paratransit in street design	1%	0%	3%
Grand Total	100%	100%	100%

Types of development (built environment)

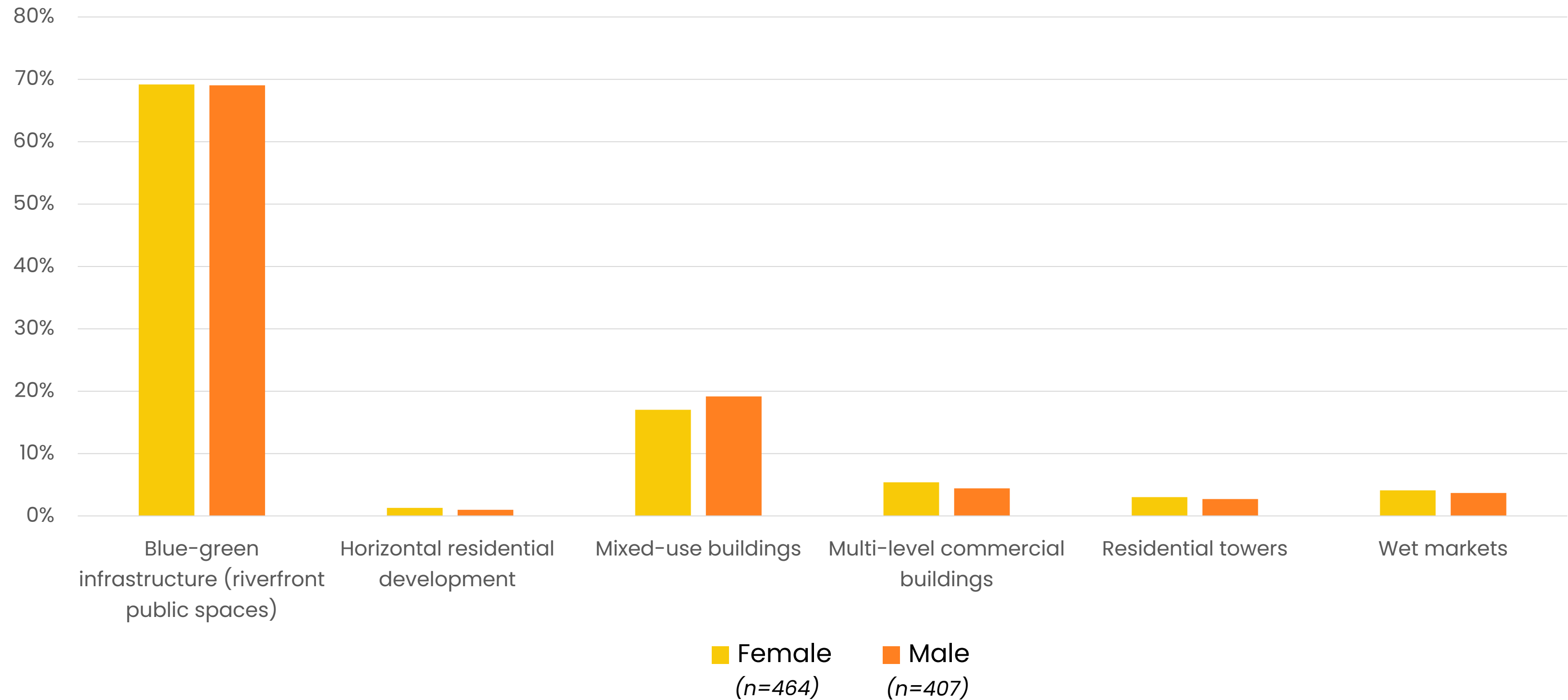
Figure 16: Responses on the Dot Voting activity board focused on types of development



n=883. Excluding responses from visitors who voted more than once in the same category.

Types of development (continued)

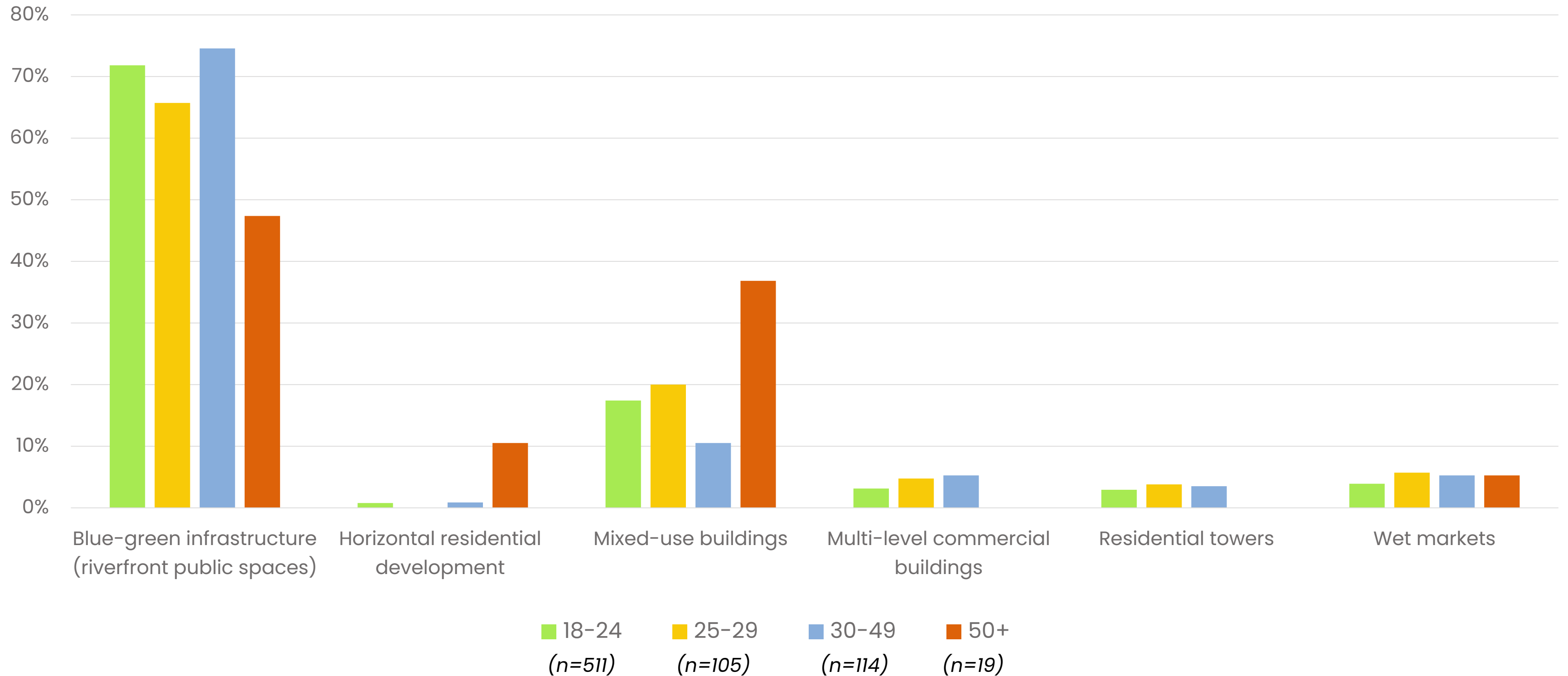
Figure 17: Percent of respondents selecting each option by gender



Excluding respondents who identified as "Other gender" due to small sample size (n<10).

Types of development (continued)

Figure 18: Percent of respondents selecting each option by age group



Excluding responses from visitors under age 18.

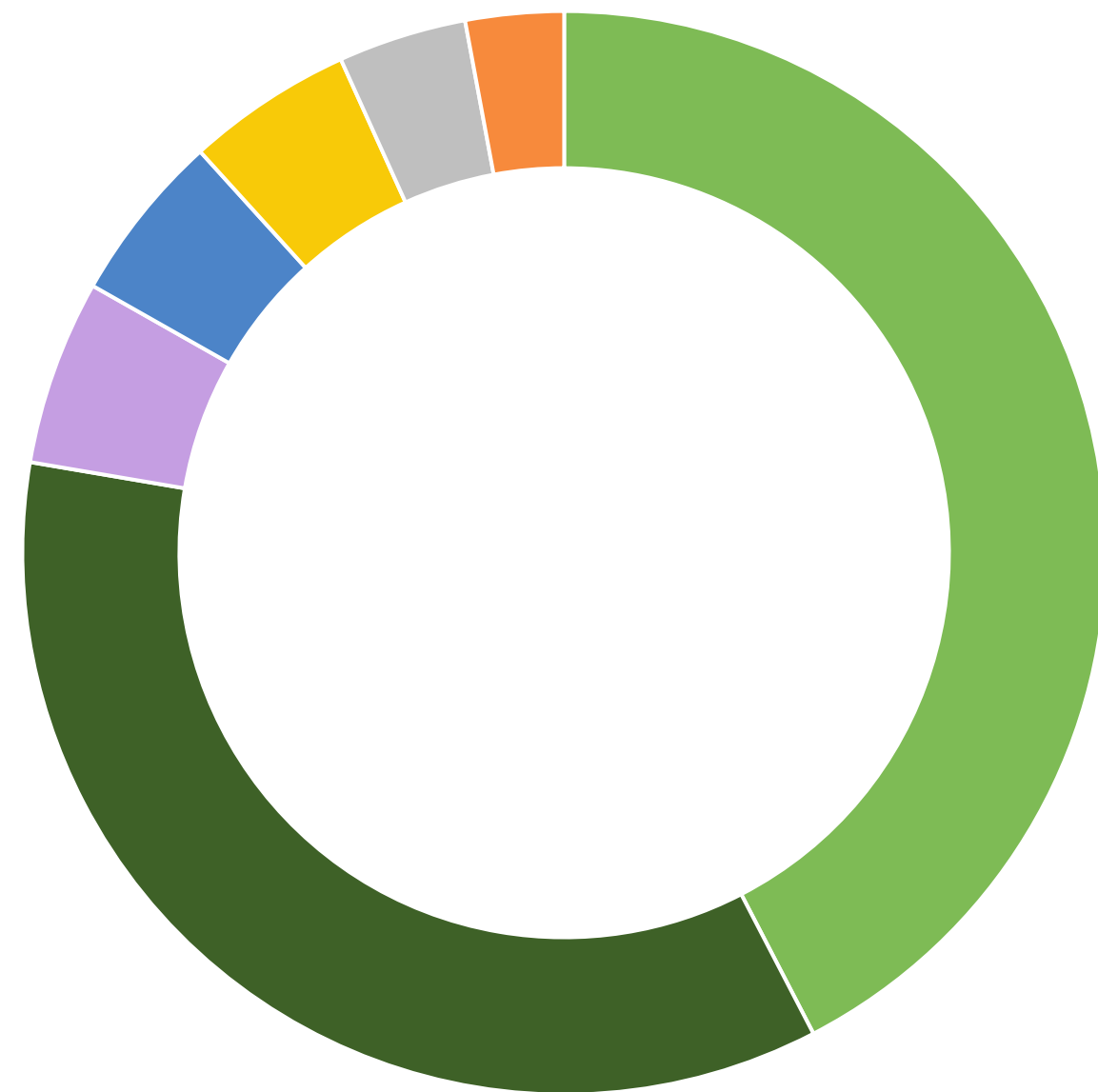
Types of development (continued)

Figure 19: Percent of respondents selecting each option by other demographic characteristics

	All respondents (n=883)	Self-identifying as living with a disability (n=39)	Has at least one child under age 15 (n=80)
Blue-green infrastructure (riverfront public spaces)	69%	67%	73%
Horizontal residential development	1%	3%	3%
Mixed-use buildings	18%	21%	11%
Multi-level commercial buildings	5%	0%	6%
Residential towers	3%	8%	1%
Wet markets	4%	3%	6%
Grand Total	100%	100%	100%

Public space visioning

Figure 20: Responses on the Dot Voting activity board focused on types of public spaces

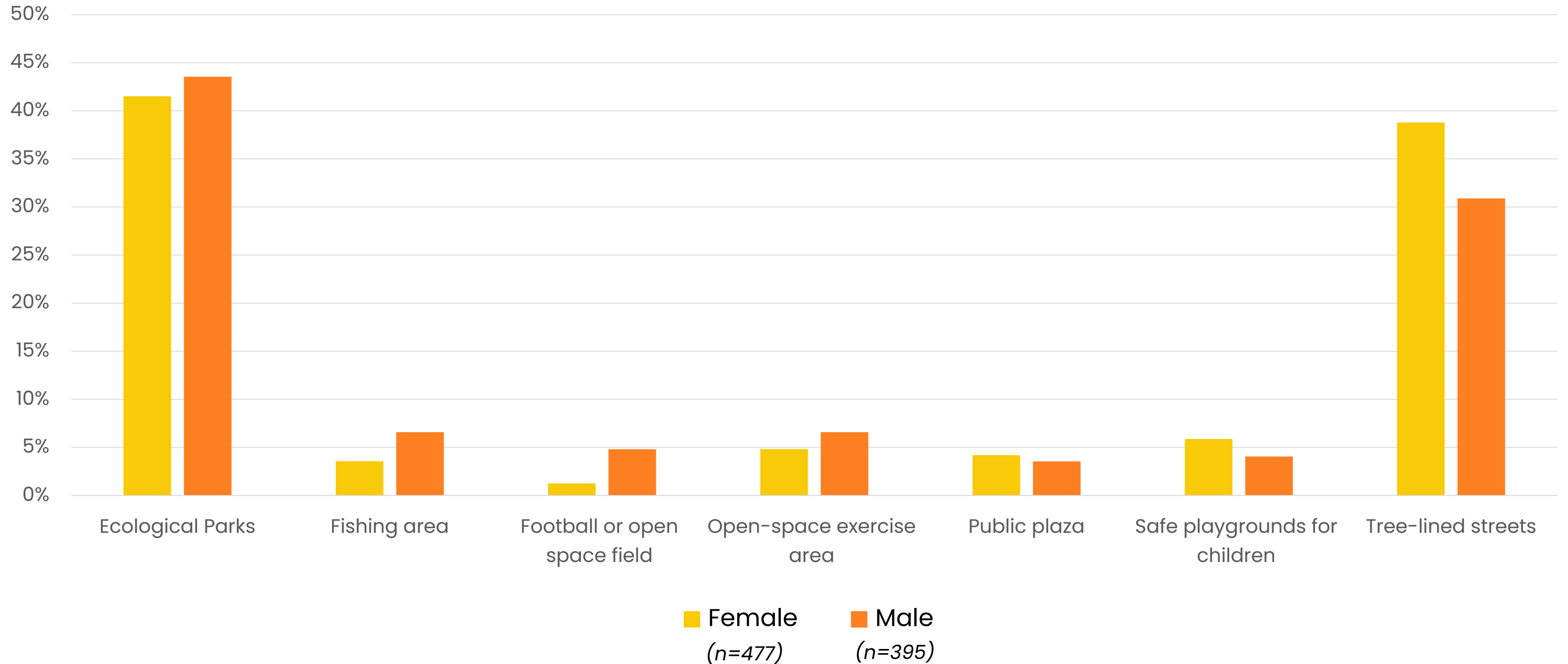


	Count	%
Ecological Parks	376	42%
Tree-lined streets	313	35%
Open-space exercise area	49	6%
Fishing area	45	5%
Safe playgrounds for children	44	5%
Public plaza	34	4%
Football or open space field	26	3%

n=887. Excluding responses from visitors who voted more than once in the same category.

Public space visioning (continued)

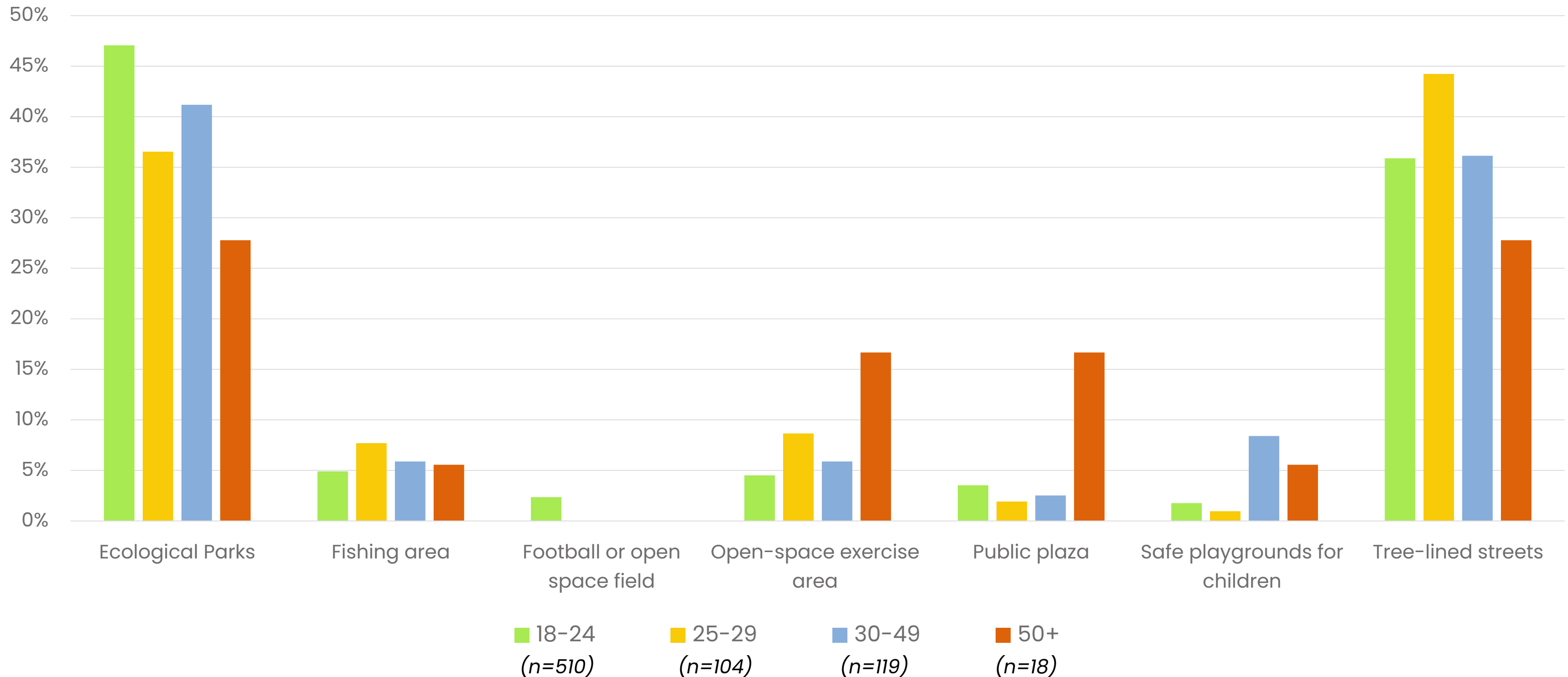
Figure 21: Percent of respondents selecting each option by gender



Excluding respondents who identified as "Other gender" due to small sample size (n<10).

Public space visioning (continued)

Figure 22: Percent of respondents selecting each option by age group



Excluding responses from visitors under age 18.

Public space visioning (continued)

Figure 23: Percent of respondents selecting each option by other demographic characteristics

	All respondents (n=887)	Self-identifying as living with a disability (n=36)	Has at least one child under age 15 (n=81)
Ecological Parks	42%	39%	35%
Fishing area	5%	8%	6%
Football or open space field	3%	0%	0%
Open-space exercise area	6%	3%	7%
Public plaza	4%	6%	9%
Safe playgrounds for children	5%	6%	11%
Tree-lined streets	35%	39%	32%
Grand Total	100%	100%	100%

— KEY FINDINGS

Visionary Headline



— VISIONARY HEADLINE

About the Activity

OBJECTIVES

Prompt creative thinking and understand the public's vision for the future of Koh Norea through an open-ended written activity

METHODOLOGY

Participants were asked to answer the prompt **“What is your dream for the future of Koh Korea?”** in writing on a post-it note.

ANALYSIS

Textual analysis through coding of common themes and analysis of unexpected or unique responses

Key Themes

We analyzed the 1,000+ qualitative responses to identify emerging and dominant themes. We then coded the comments into these themes and sub-themes. (Note: We acknowledge these categorizations are not perfect and could be grouped differently; we used our best judgement and some subjective analysis to code the data)

Overarching theme	Sub-theme	Key terms pulled through textual analysis to select the associated sub-theme
Developed	General development	<i>developed</i>
	Modern	<i>smart city, technology, modern</i>
Green	General green city	<i>green, sustainable, nature</i>
	Trees and Parks	<i>trees, parks, gardens, open space, shade, heat/sun</i>
	Health	<i>good air, fresh, less pollution</i>
Safe	General safety	<i>safe, safety, security</i>
	Cameras	<i>security cameras</i>
	Good lighting	<i>lighting</i>

Continued on following page

Key Themes (continued)

Overarching theme	Sub-theme	Key terms pulled through textual analysis to select the associated sub-theme
Accessible & inclusive	General inclusivity	<i>welcoming, comfortable, inclusive</i>
	For all ages	<i>all generations, kids, family-friendly, playground</i>
	Economically inclusive/accessible	<i>affordable, no need to spend money, for all social/economic classes</i>
	Physically inclusive/accessible	<i>wheelchair, elderly, stroller/babies</i>
	Walkable	<i>walking, sidewalks</i>
Orderly	General orderliness	<i>organized, orderly</i>
	Traffic	<i>less traffic</i>
	Parking	<i>good bicycle parking, car parking</i>
	Bathrooms	<i>toilets</i>

Continued on following page

Key Themes (continued)

Overarching theme	Sub-theme	Key terms pulled through textual analysis to select the associated sub-theme
Aesthetic	Beautiful	<i>attractive, good views, beautiful</i>
	Clean	<i>clean, waste management, trash, hygienic</i>
	Tourism	<i>tourist attraction, attract visitors, landmark, famous</i>
Functional	Relaxing	<i>vacation, no stress, calming, comfortable, relax</i>
	Social gathering	<i>meet people, hang out with friends/family, picnic</i>
	Commercial	<i>mall, shops, restaurant, cafe</i>
	Exercise	<i>cycling, exercise, sports, gym</i>
	Recreational activities	<i>entertainment, playground, fishing, boats, music,...</i>
	Well-being	<i>hospital, health care center</i>

Highlights

~2/3

of the responses related to dimensions of a **green city**. The vast majority of these responses envisioned more trees, more green parks, and better shade/heat management in the city.

~1/5

of the responses envisioned a **cleaner city**, free of trash and with improved waste management

“I would like to see more shade (trees) and nice decor with the nature (river view).” – Female, 32 years old

“Good green infrastructure to prevent heat and more parks to relax.” – Male, 29 years old

“I want more trees along the road and more beautiful green parks.” – Male, 20 years old

“In the future, I want to see this become a green island and have no trash.”
– Female, 21 years old

“For me, I want the island to maintain a good environment, good hygiene daily, especially clean in toilet and along the various gardens.”
– Male, 22 years old

“I want more toilets and trash bins.”
– Female, 19 years old

Most responses have been translated into English and lightly edited for clarity.

Highlights

~1/10

of the responses called for more activities for **recreation** and more activities and space for **exercise**

“I want to have more playgrounds, supermarkets, parks. I don’t want: smoking and BBQ parties in the way.” – Female, 34 years old

“I want more green parks, toilets, public exercising gear, and biking lanes.” – Female, 24 years old

“I request more parks for exercising, more food stalls and cleanliness.” – Female, 41 years old

“I want safety, security, and good order.” – Male, 30 years old

~1/10

of the responses envisioned a city with better **safety and security**

“Space with fresh clean air for all people to come and relax; to relieve stress and anxiety; and a place to read in peace and is a safe place.” – Female, 19 years old

Most responses have been translated into English and lightly edited for clarity.

Highlights

“I am a Cambodian citizen and I want to see Koh Norea becomes a park that is **comfortable for elderly and children.**” – Female, 37 years old

“In the future I hope Koh Norea should develop to a **sustainable city** with **community and nature** engage together rather just concrete block.” – Male, 22 years old

“I want to see Koh Norea have more place/thing to do **without needing money.**” – Female, 17 years old

“Koh Norea is the good river walk in Phnom Penh. So we hope government can improve this site with **more green** and adding **cycling and walking** spaces more than this. And we hope we can have good **trash management.**” – Male, 22 years old

“I want a blue-green community that is **friendly for the local people** rather than tall building infrastructures.” – Female, 26 years old

“A place for **elderly and children to walk without risk.**” – Female, 20 years old

Most responses have been translated into English and lightly edited for clarity.

Highlights

“Please keep the space for people can **come back to relax** not something with shops every corner nor loud music.” – Male, 26 years old

“I want to have a **green public park, developed roads, streets accessible to the disabled, and a general culture of no garbage.**” – Male, 21 years old

“The city of the future should be **sustainable and inclusive**, in terms of nature and **in service of the general public**. And I want a green public park.” – Male, 21 years old

“I want to be **happy with my family** at Koh Norea by having sidewalks, green parks, and lighting.”
– Male, 21 years old

“Walking at Koh Norea for 30 minutes, what I have experienced is **that it's too hot to even walk outside right now** so the dream for future of Koh Norea is to have more greenery, trees. A place that is one with nature.” – Female, 21 years old

Most responses have been translated into English and lightly edited for clarity.

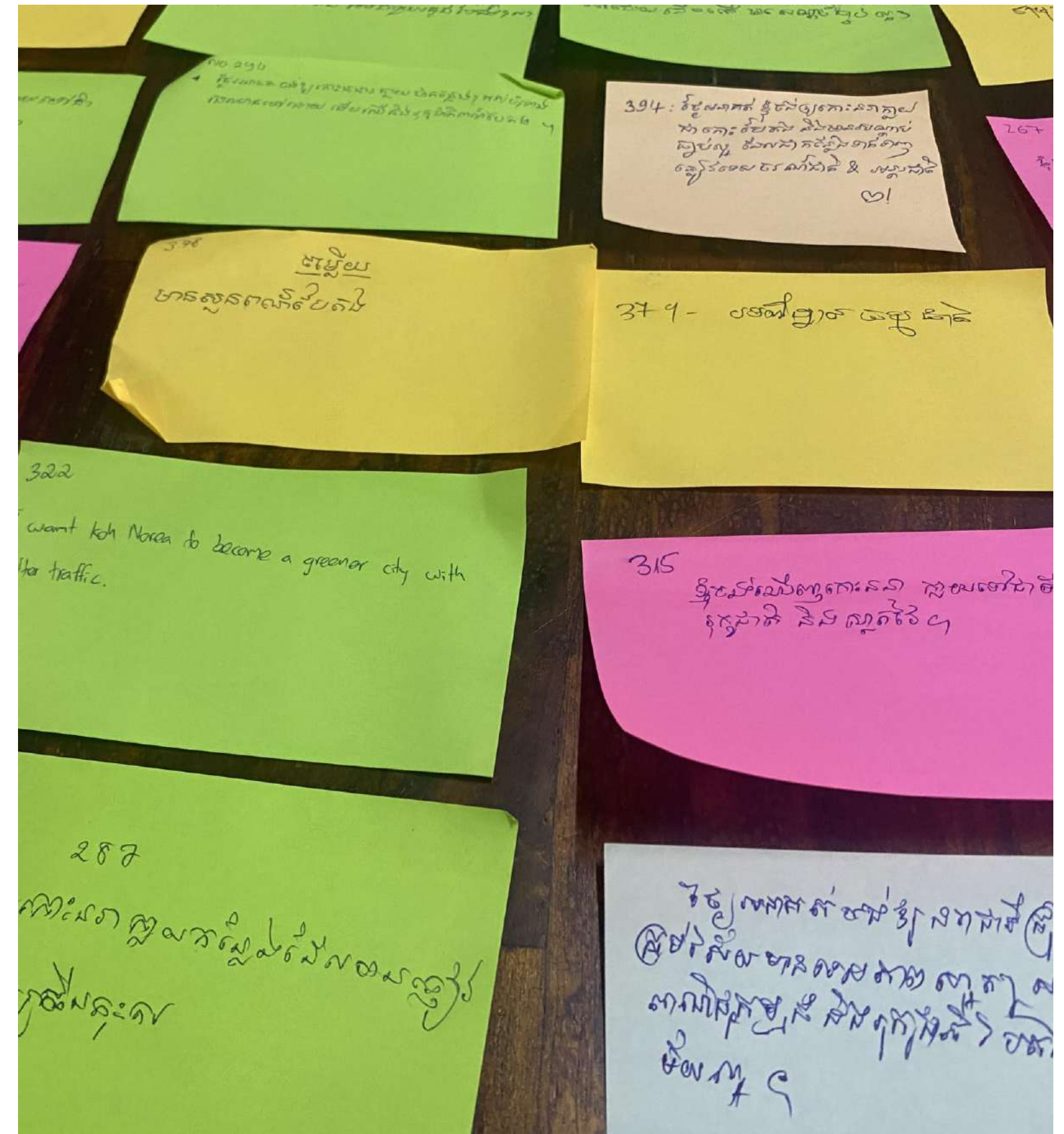
Additional Observations

- One of the surprising insights in the qualitative data was the importance of inclusion, particularly **economic inclusion** (a desire for spaces for people of all incomes to enjoy) and **age inclusion** (a desire for spaces for people all ages to enjoy). Neither of these priorities emerged strongly across the other “multiple choice” kiosk activities, but were mentioned in quite a few responses in the Visionary Headline activity.
- **Parking** was another priority that emerged in the Visionary Headline activity, but that we did not ask about in the other kiosk activities. Notably, a number of responses called for free parking, better organized parking, more parking spaces, and parking covered by shade.



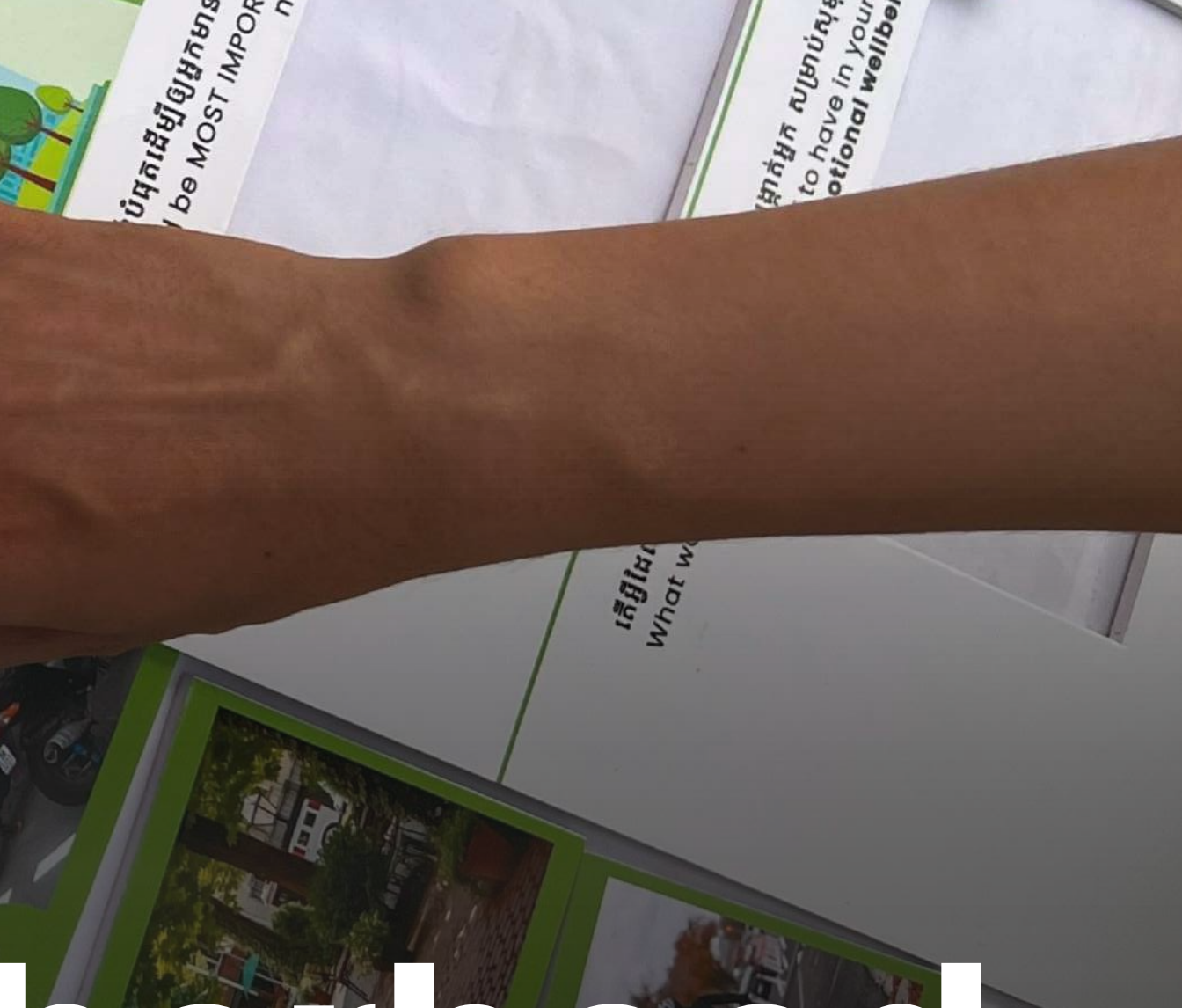
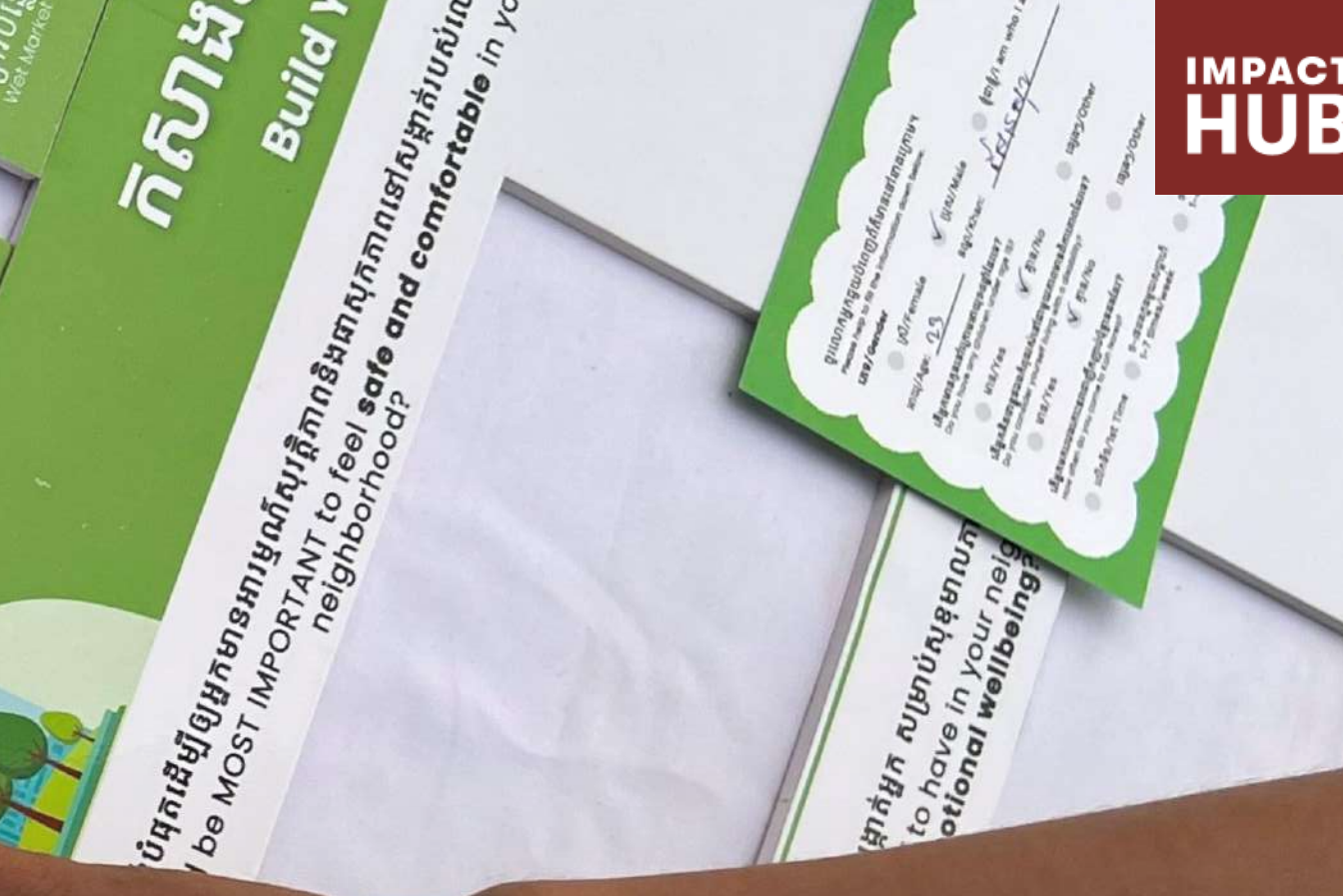
Additional Observations (continued)

- The value of a **relaxing, peaceful place** also emerged strongly in the qualitative data. Respondents often linked this to visions of public and green space, trash-free space, and quiet spaces (e.g., no loud music).
- The desire for **green spaces and greenery** again strongly emerged in this activity. Interestingly, this was not as strong of a priority in comments from the 50+ age group.
- Despite being able to answer anything in this open-ended activity, most people wrote about **practical features or characteristics** – envisioning a city with less trash, more shade, better parking, more public toilets,... This suggests that basic characteristics of urban livability remain a priority for the public, and these basic needs are not yet met.



— KEY FINDINGS

Build Your Neighborhood



— BUILD YOUR
NEIGHBORHOOD

About the Activity

OBJECTIVES

To understand what the public feels are the most critical features of their neighborhood, notably related to feelings of safety, wellbeing, and inclusion.

METHODOLOGY

Participants picked 1 “card” from 20 options to answer each category/prompt on a placemat. Volunteers then recorded their selection. The four prompts were:

- What would be most important to feel **safe and comfortable** in your neighborhood?
- What would be most important to have in your neighborhood for your **physical wellbeing**?
- What would be most important to have in your neighborhood for your **mental and emotional wellbeing**?
- What would be most important to have in your neighborhood for your **feeling of belonging** in your community?

ANALYSIS

Quantitative analysis of participants’ selections in each category.

Summary of Findings

- **Responses to each prompt were diverse**, as to be expected given the personal and subjective nature of the prompts. However, overall, most of the responses aligned with our hypotheses:
 - Top responses around safety and comfort: security cameras, lighting
 - Top responses around physical wellbeing: gym, ecological park, healthcare center
 - Top responses around mental & emotional wellbeing: ecological park, open-space field
 - Top responses around sense of belonging: ecological park, urban furniture (seating), open-space field
- The clearest trend emerged in response to the prompt on “**safety and comfort.**” 41% of respondents selected **security cameras**, and another 16% selected **street/park lighting**, which aligned with our hypotheses. That said, it’s notable that 43% of respondents selected something *other* than cameras and lighting, meaning that these features are not most important to a sense of safety and comfort for nearly half of the respondents.
- **Waste management** emerged as a priority across all four prompts, with 5–8% of respondents selecting this priority in their responses.

Summary of Findings (continued)

- Once again, the value of **public green spaces** was clear. Ecological parks was selected as a priority across all four prompts, ranking particularly highly in response to the prompts on physical wellbeing, mental & emotional wellbeing, and sense of belonging. When summing responses across all four prompts (each option could only be selected once), over half of the respondents selected ecological parks as preference.
- The **gym** was ranked quite highly across all prompts. This was not an option that we featured in the Dot Voting activity, yet appears to be of high value as indicated by the data from this activity (in total, around one-third of respondents selected the gym as an option).
- **Open-space field** was not a popular choice in the Dot Voting activity, yet came up frequently in this activity as a priority, close behind the gym in terms of total respondents that selected this choice.



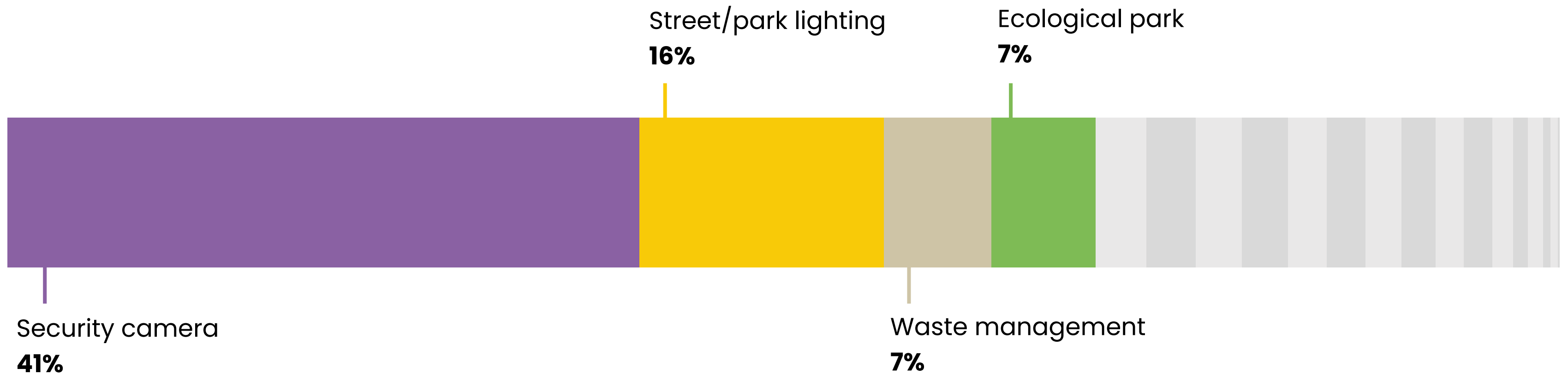
Summary of Findings (continued)

When analyzing differences in responses by demographic characteristics:

- Priorities did not differ substantially between **female and male** respondents. In nearly all cases, their top 3-4 priorities aligned.
- Priorities differed more substantially between **age groups**, notably respondents from those 50+ years old who tended to select quite different priorities (although it's important to note that the sample size of this age group is very small).
- When looking at respondents self-identifying as **living with a disability**, their priorities differed most significantly in response to the question about mental and emotional wellbeing (higher prioritization of coffee shop & restaurant and waste management) and feelings of belonging (higher prioritization of playground). Again, however, it is important to note the small sample size.

Safety and comfort

Figure 24: Responses to the prompt “What would be most important to feel safe and comfortable in your neighborhood?”



n=1041. Categories totaling less than 5% of total responses are not labeled.

Figure 25: Responses to the prompt “What would be most important to feel **safe and comfortable** in your neighborhood?” by age group

	All (n=1041)	18-24 (n=576)	25-29 (n=117)	30-49 (n=139)	50+ (n=20)
Coffee and restaurant	2%	2%	1%	1%	0%
Co-working space and office	0%	0%	0%	0%	0%
Cycling Lane	3%	3%	3%	6%	5%
District parking	3%	3%	6%	2%	0%
Ecological Park	7%	6%	6%	8%	5%
Gym	2%	2%	2%	2%	10%
Healthcare center	2%	2%	1%	4%	10%
Innovation and entrepreneur Center	0%	1%	0%	1%	0%
Open space field	3%	3%	5%	3%	0%
Pedestrian Path Access	2%	3%	2%	1%	0%
Playground	2%	1%	0%	3%	0%
Public Toilet	3%	4%	3%	1%	0%
School	1%	0%	0%	0%	5%
Security Camera	41%	42%	43%	41%	35%
Shopping Area	1%	1%	3%	2%	0%
Street/park Lighting	16%	16%	17%	17%	15%
Urban Farming	1%	1%	1%	2%	0%
Urban Furniture (seating)	2%	3%	1%	1%	10%
Waste Management	7%	9%	8%	4%	0%
Wet Market	0%	0%	0%	0%	5%

Figure 26: Responses to the prompt “What would be most important to feel **safe and comfortable** in your neighborhood?” by gender

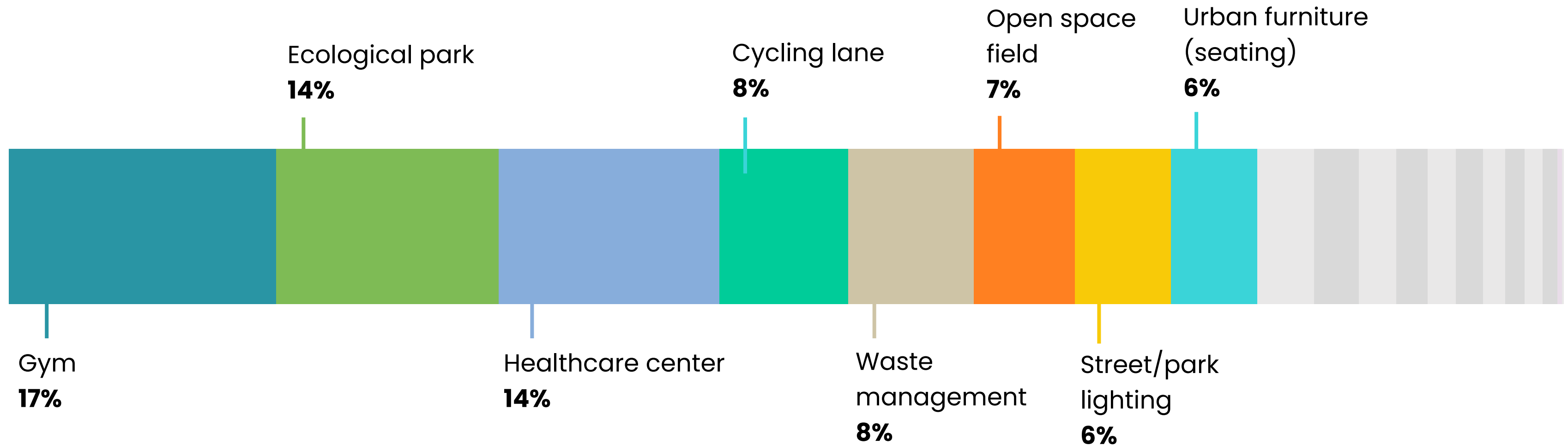
	All (n=1041)	Female (n=525)	Male (n=469)
Coffee and restaurant	2%	3%	1%
Co-working space and office	0%	0%	0%
Cycling Lane	3%	2%	5%
District parking	3%	3%	3%
Ecological Park	7%	6%	7%
Gym	2%	2%	2%
Healthcare center	2%	2%	3%
Innovation and entrepreneur Center	0%	1%	0%
Open space field	3%	2%	4%
Pedestrian Path Access	2%	2%	2%
Playground	2%	2%	2%
Public Toilet	3%	3%	3%
School	1%	1%	1%
Security Camera	41%	41%	40%
Shopping Area	1%	2%	1%
Street/park Lighting	16%	17%	15%
Urban Farming	1%	1%	1%
Urban Furniture (seating)	2%	3%	1%
Waste Management	7%	6%	7%
Wet Market	0%	0%	1%

Figure 27: Responses to the prompt “What would be most important to feel **safe and comfortable** in your neighborhood?” by other demographic characteristics

	All (n=1041)	Self-identifying as living with a disability (n=43)	Has at least one child under age 15 (n=89)
Coffee and restaurant	2%	0%	2%
Co-working space and office	0%	2%	0%
Cycling Lane	3%	7%	6%
District parking	3%	0%	3%
Ecological Park	7%	9%	10%
Gym	2%	0%	1%
Healthcare center	2%	2%	7%
Innovation and entrepreneur Center	0%	0%	1%
Open space field	3%	7%	3%
Pedestrian Path Access	2%	0%	1%
Playground	2%	0%	3%
Public Toilet	3%	2%	1%
School	1%	5%	1%
Security Camera	41%	40%	40%
Shopping Area	1%	2%	1%
Street/park Lighting	16%	9%	12%
Urban Farming	1%	0%	0%
Urban Furniture (seating)	2%	5%	2%
Waste Management	7%	9%	3%
Wet Market	0%	0%	0%

Physical wellbeing

Figure 28: Responses to the prompt “What would be most important to have in your neighborhood for your physical wellbeing?”



n=1041. Categories totaling less than 5% of total responses are not labeled.

Figure 29: Responses to the prompt “What would be most important to have in your neighborhood for your **physical wellbeing**?” by age group

	All (n=1041)	18-24 (n=576)	25-29 (n=117)	30-49 (n=139)	50+ (n=20)
Coffee and restaurant	2%	2%	3%	3%	0%
Co-working space and office	0%	0%	0%	0%	0%
Cycling Lane	8%	8%	9%	9%	5%
District parking	1%	1%	2%	0%	5%
Ecological Park	14%	15%	15%	15%	5%
Gym	17%	16%	18%	17%	25%
Healthcare center	14%	15%	11%	12%	30%
Innovation and entrepreneur Center	0%	1%	0%	0%	0%
Open space field	7%	6%	9%	6%	0%
Pedestrian Path Access	2%	1%	3%	4%	0%
Playground	4%	3%	3%	7%	5%
Public Toilet	2%	3%	3%	1%	0%
School	1%	1%	1%	1%	5%
Security Camera	3%	3%	1%	4%	0%
Shopping Area	2%	2%	1%	1%	0%
Street/park Lighting	6%	6%	8%	4%	0%
Urban Farming	1%	2%	1%	2%	0%
Urban Furniture (seating)	6%	6%	5%	6%	10%
Waste Management	8%	9%	6%	6%	10%
Wet Market	1%	1%	2%	1%	0%

Figure 30: Responses to the prompt “What would be most important to have in your neighborhood for your **physical wellbeing**?” by gender

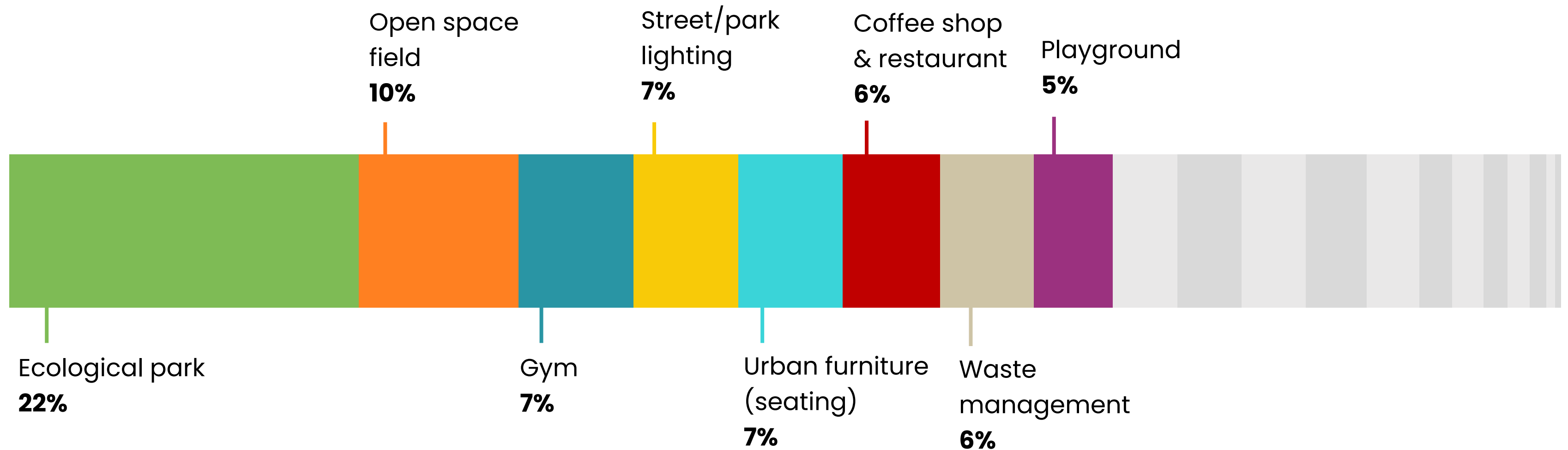
	All (n=1041)	Female (n=525)	Male (n=469)
Coffee and restaurant	2%	4%	1%
Co-working space and office	0%	0%	0%
Cycling Lane	8%	7%	9%
District parking	1%	1%	1%
Ecological Park	14%	13%	16%
Gym	17%	15%	20%
Healthcare center	14%	13%	15%
Innovation and entrepreneur Center	0%	0%	0%
Open space field	7%	8%	5%
Pedestrian Path Access	2%	2%	1%
Playground	4%	5%	3%
Public Toilet	2%	2%	2%
School	1%	1%	1%
Security Camera	3%	3%	3%
Shopping Area	2%	3%	1%
Street/park Lighting	6%	7%	5%
Urban Farming	1%	1%	2%
Urban Furniture (seating)	6%	5%	6%
Waste Management	8%	8%	7%
Wet Market	1%	1%	1%

Figure 31: Responses to the prompt “What would be most important to have in your neighborhood for your **physical wellbeing?**” by other demographic characteristics

	All (n=1041)	Self-identifying as living with a disability (n=43)	Has at least one child under age 15 (n=89)
Coffee and restaurant	2%	5%	1%
Co-working space and office	0%	0%	0%
Cycling Lane	8%	12%	9%
District parking	1%	2%	0%
Ecological Park	14%	16%	13%
Gym	17%	23%	15%
Healthcare center	14%	7%	18%
Innovation and entrepreneur Center	0%	0%	0%
Open space field	7%	7%	6%
Pedestrian Path Access	2%	5%	4%
Playground	4%	5%	7%
Public Toilet	2%	2%	1%
School	1%	0%	0%
Security Camera	3%	2%	3%
Shopping Area	2%	0%	0%
Street/park Lighting	6%	7%	4%
Urban Farming	1%	0%	3%
Urban Furniture (seating)	6%	2%	8%
Waste Management	8%	2%	6%
Wet Market	1%	2%	1%

Mental & emotional wellbeing

Figure 32: Responses to the prompt “What would be most important to have in your neighborhood for your mental and emotional wellbeing?”



n=1041. Categories totaling less than 5% of total responses are not labeled.

Figure 33: Responses to the prompt “What would be most important to have in your neighborhood for your **mental and emotional wellbeing?**” by age group

	All (n=1041)	18-24 (n=576)	25-29 (n=117)	30-49 (n=139)	50+ (n=20)
Coffee and restaurant	6%	7%	7%	4%	10%
Co-working space and office	0%	1%	0%	1%	0%
Cycling Lane	3%	3%	2%	5%	15%
District parking	1%	1%	1%	1%	0%
Ecological Park	22%	20%	36%	26%	10%
Gym	7%	8%	6%	5%	20%
Healthcare center	4%	4%	3%	4%	0%
Innovation and entrepreneur Center	2%	2%	1%	1%	5%
Open space field	10%	12%	11%	10%	10%
Pedestrian Path Access	1%	1%	2%	1%	0%
Playground	5%	4%	2%	2%	0%
Public Toilet	2%	2%	0%	2%	0%
School	2%	2%	2%	1%	0%
Security Camera	4%	5%	3%	4%	0%
Shopping Area	4%	5%	3%	3%	5%
Street/park Lighting	7%	7%	5%	6%	10%
Urban Farming	4%	3%	7%	6%	5%
Urban Furniture (seating)	7%	6%	4%	9%	5%
Waste Management	6%	6%	4%	8%	5%
Wet Market	1%	0%	3%	0%	0%

Figure 34: Responses to the prompt “What would be most important to have in your neighborhood for your **mental and emotional wellbeing?**” by gender

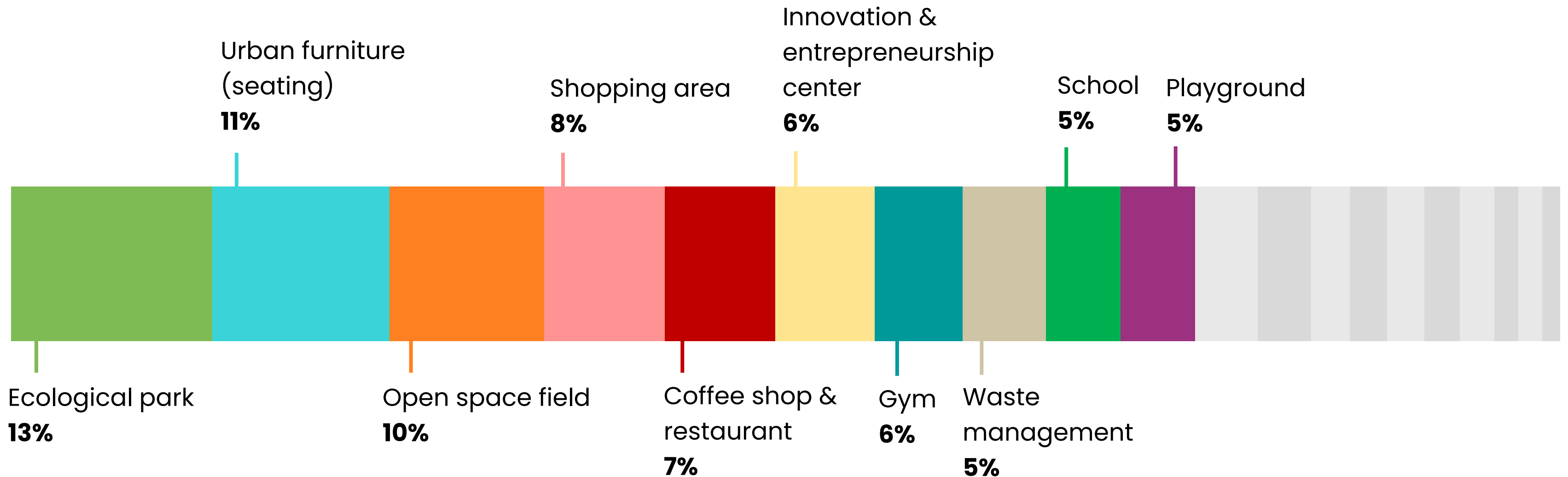
	All (n=1041)	Female (n=525)	Male (n=469)
Coffee and restaurant	6%	6%	6%
Co-working space and office	0%	0%	1%
Cycling Lane	3%	3%	4%
District parking	1%	1%	1%
Ecological Park	22%	22%	23%
Gym	7%	6%	8%
Healthcare center	4%	4%	4%
Innovation and entrepreneur Center	2%	1%	3%
Open space field	10%	10%	11%
Pedestrian Path Access	1%	2%	1%
Playground	5%	6%	4%
Public Toilet	2%	1%	3%
School	2%	2%	2%
Security Camera	4%	5%	3%
Shopping Area	4%	4%	4%
Street/park Lighting	7%	6%	8%
Urban Farming	4%	5%	3%
Urban Furniture (seating)	7%	9%	5%
Waste Management	6%	6%	6%
Wet Market	1%	0%	1%

Figure 35: Responses to the prompt “What would be most important to have in your neighborhood for your **mental and emotional wellbeing?**” by other demographic characteristics

	All (n=1041)	Self-identifying as living with a disability (n=43)	Has at least one child under age 15 (n=89)
Coffee and restaurant	6%	12%	6%
Co-working space and office	0%	2%	1%
Cycling Lane	3%	5%	7%
District parking	1%	0%	1%
Ecological Park	22%	16%	16%
Gym	7%	7%	9%
Healthcare center	4%	2%	6%
Innovation and entrepreneur Center	2%	0%	2%
Open space field	10%	7%	6%
Pedestrian Path Access	1%	2%	0%
Playground	5%	5%	3%
Public Toilet	2%	0%	1%
School	2%	2%	1%
Security Camera	4%	2%	3%
Shopping Area	4%	7%	6%
Street/park Lighting	7%	7%	4%
Urban Farming	4%	2%	3%
Urban Furniture (seating)	7%	7%	15%
Waste Management	6%	12%	10%
Wet Market	1%	2%	0%

Sense of belonging

Figure 36: Responses to the prompt “What would be most important to have in your neighborhood for your feeling of belonging in your community?”



n=1041. Categories totaling less than 5% of total responses are not labeled.

Figure 37: Responses to the prompt “What would be most important to have in your neighborhood for your **feeling of belonging** in your community?” by age group

	All (n=1041)	18-24 (n=576)	25-29 (n=117)	30-49 (n=139)	50+ (n=20)
Coffee and restaurant	7%	7%	12%	6%	0%
Co-working space and office	2%	2%	4%	4%	0%
Cycling Lane	2%	3%	5%	1%	0%
District parking	1%	1%	0%	1%	0%
Ecological Park	13%	12%	11%	15%	20%
Gym	6%	5%	6%	9%	5%
Healthcare center	2%	2%	1%	3%	10%
Innovation and entrepreneur Center	6%	7%	8%	4%	0%
Open space field	10%	12%	10%	6%	10%
Pedestrian Path Access	2%	1%	3%	3%	5%
Playground	5%	4%	7%	6%	15%
Public Toilet	2%	3%	2%	1%	0%
School	5%	5%	4%	2%	0%
Security Camera	2%	2%	2%	1%	0%
Shopping Area	8%	7%	3%	9%	10%
Street/park Lighting	3%	4%	4%	4%	5%
Urban Farming	4%	4%	5%	3%	5%
Urban Furniture (seating)	11%	11%	10%	12%	10%
Waste Management	5%	5%	3%	6%	0%
Wet Market	2%	2%	1%	5%	5%

Figure 38: Responses to the prompt “What would be most important to have in your neighborhood for your **feeling of belonging** in your community?” by gender

	All (n=1041)	Female (n=525)	Male (n=469)
Coffee and restaurant	7%	7%	8%
Co-working space and office	2%	2%	3%
Cycling Lane	2%	2%	3%
District parking	1%	1%	1%
Ecological Park	13%	14%	13%
Gym	6%	5%	6%
Healthcare center	2%	2%	3%
Innovation and entrepreneur Center	6%	6%	7%
Open space field	10%	10%	10%
Pedestrian Path Access	2%	1%	2%
Playground	5%	4%	6%
Public Toilet	2%	2%	2%
School	5%	5%	5%
Security Camera	2%	1%	1%
Shopping Area	8%	9%	7%
Street/park Lighting	3%	3%	4%
Urban Farming	4%	4%	4%
Urban Furniture (seating)	11%	13%	9%
Waste Management	5%	6%	4%
Wet Market	2%	3%	1%

Figure 39: Responses to the prompt “What would be most important to have in your neighborhood for your **feeling of belonging** in your community?” by other demographic characteristics

	All (n=1041)	Self-identifying as living with a disability (n=43)	Has at least one child under age 15 (n=89)
Coffee and restaurant	7%	2%	3%
Co-working space and office	2%	0%	0%
Cycling Lane	2%	5%	1%
District parking	1%	2%	1%
Ecological Park	13%	23%	20%
Gym	6%	5%	10%
Healthcare center	2%	2%	2%
Innovation and entrepreneur Center	6%	2%	0%
Open space field	10%	5%	6%
Pedestrian Path Access	2%	2%	2%
Playground	5%	14%	8%
Public Toilet	2%	0%	1%
School	5%	2%	2%
Security Camera	2%	5%	0%
Shopping Area	8%	5%	12%
Street/park Lighting	3%	5%	1%
Urban Farming	4%	5%	6%
Urban Furniture (seating)	11%	12%	15%
Waste Management	5%	0%	6%
Wet Market	2%	2%	3%

Reflections & Takeaways



Successes of the Participatory Experience

Setting

Our kiosk was set up at the Koh Norea riverside. We needed to capture the attention and time of people walking by, many of them in groups with friends or family. As such, we designed highly visual, creative, youthful materials and played music to signal a fun experience and draw attention. We planned the flow and type of activities to not take more than ~5 minutes total. We also stationed volunteers a few meters from the kiosk in the middle of the riverside walkway to chat with passerby and actively invite them to participate, which was very successful. Many passerby otherwise seemed interested but unsure if they could/should participate and would continue walking without stopping.

Engagement of Diverse Demographics

We anticipated that most visitors would be young adults (indeed, 84% of kiosk visitors were under 30 years old). We thus put a lot of thought into our visual materials to be colorful and fun. Our volunteers and staff, most around the same age as the main demographic of visitors, further helped set a youthful and approachable tone. Furthermore, we hypothesized that most visitors (members of the general public) would have limited knowledge of urban planning concepts. We thus carefully chose and used many photos across all activities to make the concepts more relatable and accessible. This also improved the inclusivity of the kiosk for visitors with lower levels of literacy (including children).

An Attractive and Engaging Experience

Public engagement efforts are rare in Phnom Penh, so we anticipated some distrust and lack of interest from the public. The points mentioned above (creative, vibrant materials; music; friendly volunteers, etc.) helped mitigate this. We also intentionally designed three activities quite different from each other to maintain engagement and interest throughout the experience, and gamified the experience by drawing the flow of activities on the back of a card visitors received at the “entrance”. Visitors who participated in all three activities (marked on their cards by volunteers) received a voucher for a free ice cream at the last “stop” in the kiosk (an incentive we also used to attract visitors). Finally, we designed the activities to be highly tactile. For example, rather than just answering questions posed by a volunteer or on a tablet, visitors voted with sticky dots, and by selecting choices like puzzle pieces. This was another way to gamify the data collection process, and to help visitors really engage with the content. We were very pleasantly surprised to see how seriously many visitors took the opportunity – taking the time to think, debating their choices with friends, re-arranging stickers and cards as they considered their preferences.

Data Limitations

Limited sample — We collected data from passerby at Koh Norea. The demographics of respondents are not representative of the population of Phnom Penh. Furthermore, we had a small sample size of certain demographics (notably, respondents over 50 years old; people with children; and people living with a disability).

Bias — There may have been some bias among respondents on the Dot Voting activity (people adding their vote to the category(ies) already receiving most dots). We aimed to mitigate this issue by using fresh boards every day. Furthermore, on the Visionary Headline activity, we included example responses as we were concerned that visitors would not understand the activity without them. We believe these examples were very helpful, but a small number of respondents simply copied the examples onto their cards (perhaps assuming they were choices to select).

Subjectivity — We developed prompts for the Build Your Neighborhood that were intentionally subjective and broad (opinions on safety, wellbeing, inclusion, etc.) as we were interested in understanding how these preferences and needs vary (or not). Respondents likely interpreted the prompts in different and personal ways, which should be taken into account when reviewing the data.

Human error in data entry — We noticed some duplicate entries or incorrectly entered data (e.g., the same ticket number attached to more than one response, which should not be possible as each ticket number was unique). This is likely simply due to human error in reading the responses and/or in typing them in.

Potential for Replicability

Successful Proof of Concept for a Public Engagement Approach

These successes prove the potential of this sort of public engagement activity, countering the general perception that Cambodians are disengaged when it comes to civic engagement or urban development. We believe the success of this project directly resulted from our thorough planning and intentional design. Rather than an academic or technical exercise, we delivered an experience that was engaging, creative in its data collection approach and visual aesthetic, adapted to the constraints of the setting, and inclusive and attractive to a diversity of respondents.

Recommendation for Future Similar Activities

While our broad scope allowed us to identify certain overarching trends, future endeavors could benefit from a more focused approach. For instance, the data highlighted the significance of green spaces to the public. A future activity could delve deeper by concentrating solely on aspects of creating a green city. Alternatively, a future activity could focus on safety concerns, for example, or food accessibility or inclusivity. The dominant preference for green spaces tended to overshadow other dimensions of urban livability in the data. This is a critical insight in itself, but risks suggesting that there is no interest in other priorities. A more defined scope would allow other trends and nuances to emerge.



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