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Designing Nightlife for Women

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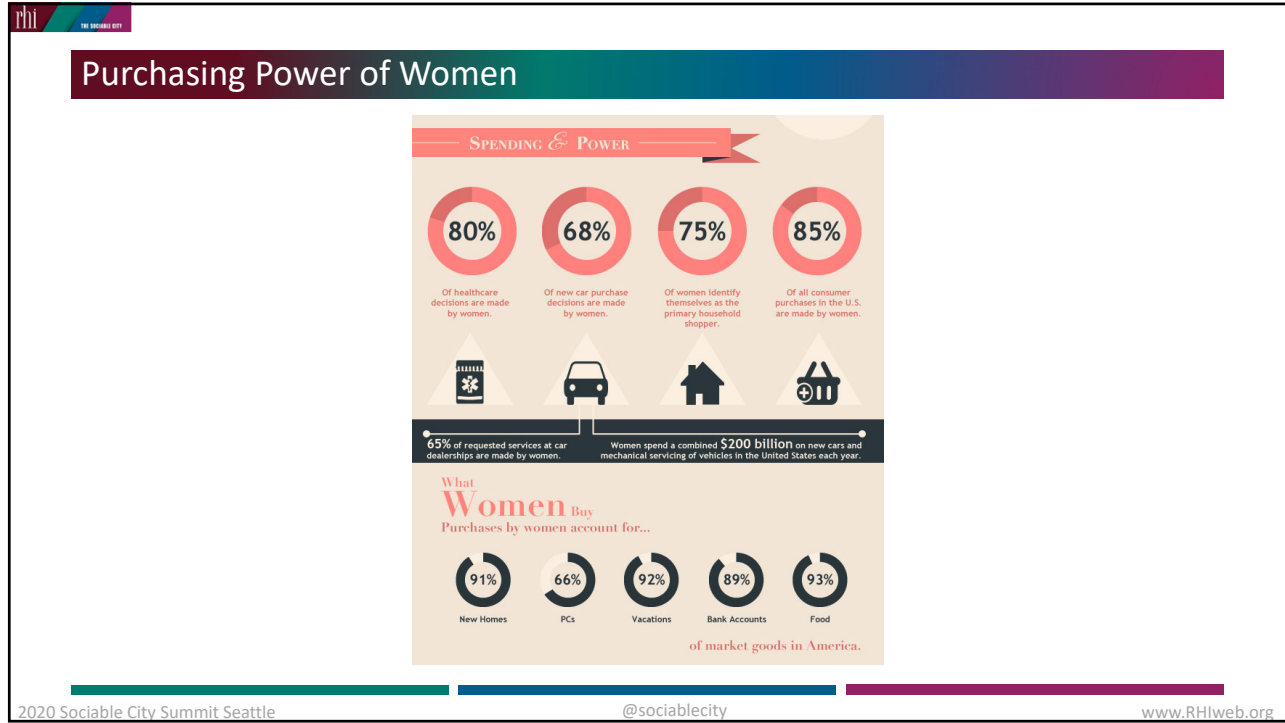
How many women are primary decision makers or influencers on:

- Where you choose to live
- Where you choose to vacation
- Where you go out to eat
- What movie you see
- What you do for fun
- All of the above?

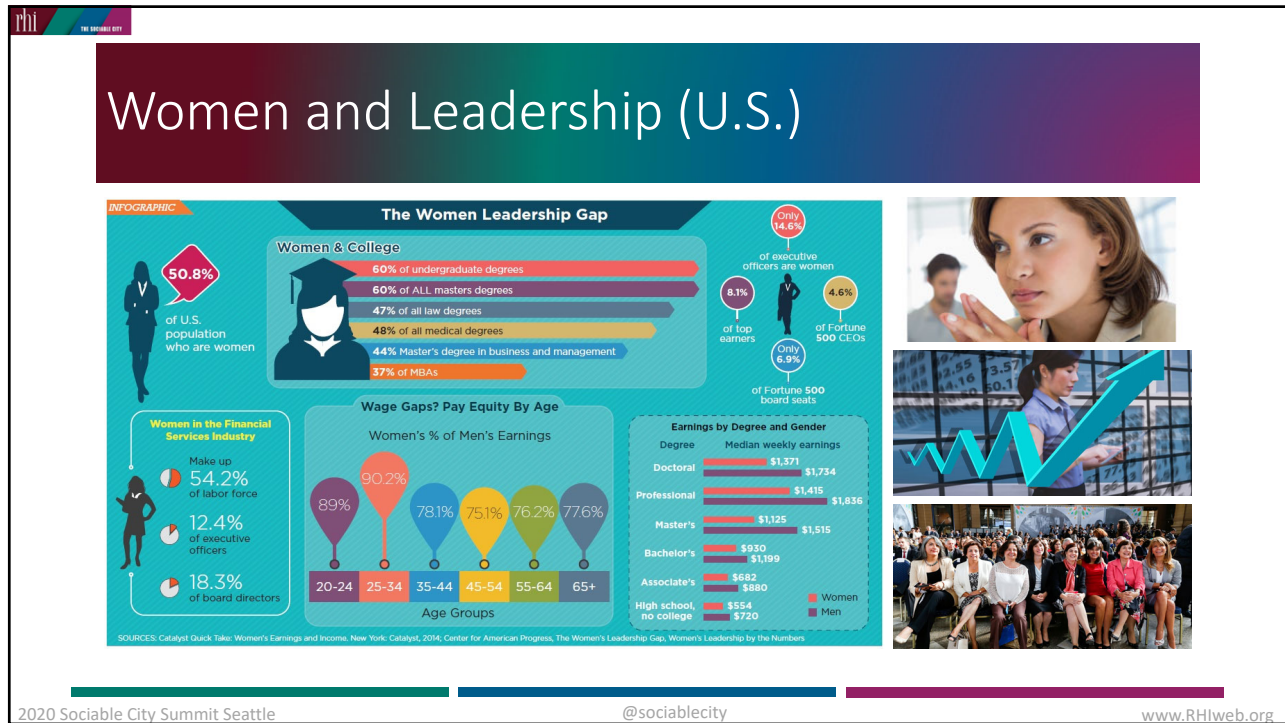
Economic Power of Women (In this Room)

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The State of Women in the Restaurant and Food Industry in 2017
By Research Network - Blog Industry Trends

'Where are the women?' female chefs still struggle for recognition in cutthroat 'boys' club' of Canadian restaurants
By Jenny Adams | Sep 9, 2016 11:13am

The Fresh Face of Nightlife: Female and Under 40 Meet the New Owner/Operators
By Jenny Adams | Sep 9, 2016 11:13am

SHAKING & STIRRING: The Women Who are Changing Our Industry
By Nancy A. Brinker | Oct 11, 2014 10:00am

Who Creates the Nighttime Social Experience?

- Majority of hospitality employees, yet minority of management, ownership and chef positions.
- Ownership of hospitality and nightlife venues still a male-dominated industry. Trend: increase in female ownership of restaurants, bars, nightclubs and small-batch spirits
- Women in the U.S. make up:
 - 45% of restaurant managers; 52% of all restaurant workers
 - 71% of servers nationwide
 - 41% of fine dining bartenders (55% of family style restaurant bartenders)
 - 19% of chef positions

(National Restaurant Association, 2017)

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Disconnect

Women are the primary decision makers and influencers about where to shop, live, work and play.

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Cities, downtowns and social spaces are primarily designed by men.


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Barriers for Women

Women perceive downtowns and nightlife as:

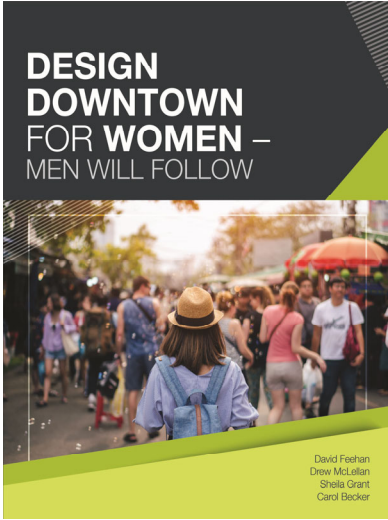
- Dark
- Dirty
- Difficult
- Scary
- Inconvenient
- Full of drunk people
- Nothing but dance clubs



A horror movie waiting to happen

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A Movement is Underway



DESIGN DOWNTOWN FOR WOMEN – MEN WILL FOLLOW

David Feehan
Drew McLellan
Shella Grant
Carol Becker

Harsh reality: Downtowns in general and nightlife are falling short of women’s expectations.


Growing recognition of the need to view downtown planning and nightlife experiences from a woman’s perspective to make it more women-friendly, **especially at night.**

Design Downtown for Women – Men will Follow explores everything from parking, lighting and nightlife to marketing, color and retail from a woman’s perspective. Includes a chapter on Designing Nightlife for Women.

When downtowns are safe and comfortable for women at night, they are also more inclusive for families, elderly, people with disabilities and **of course, men!**

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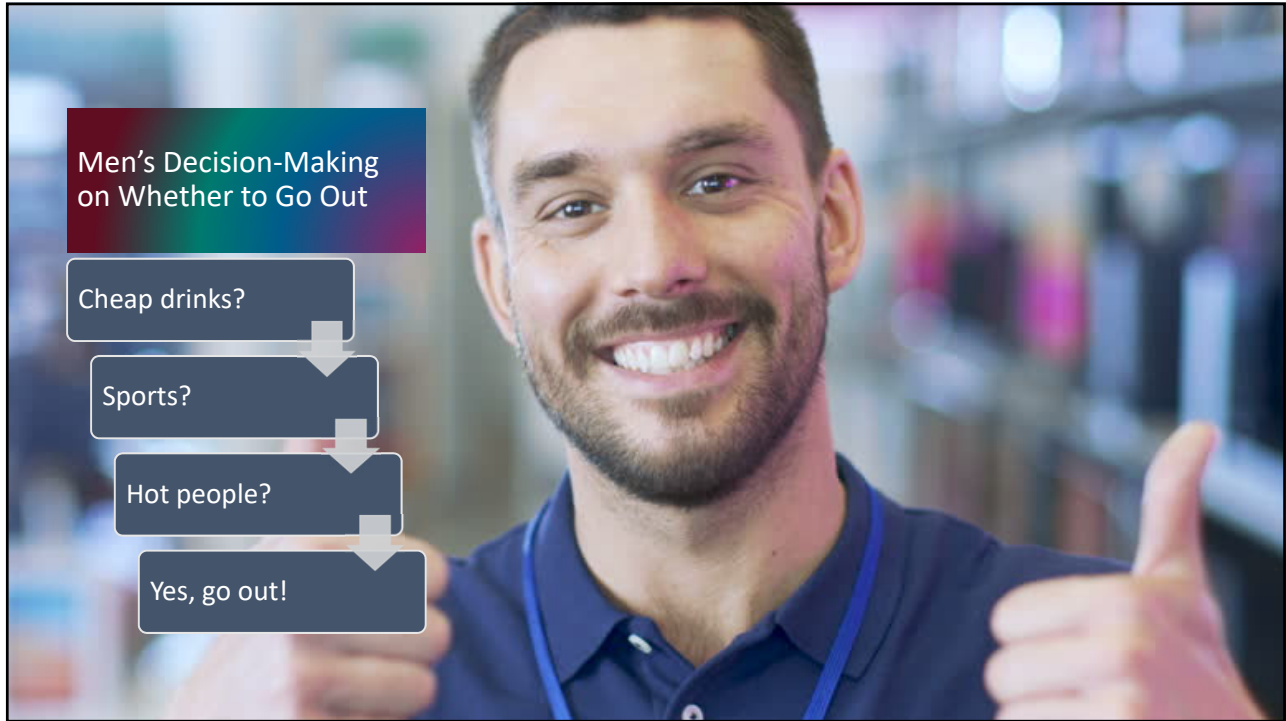
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**Men vs. Women:
Decision Making on Going Out**

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Women's Decision-Making on Whether to Go Out

Activity	Mobility	Safety	Comfort
Will there be food? If so, what's on the menu?	If I drive, where will I park? Who will be DD?	Will I have to go alone?	Does the dress code require me to wear heels?
What's the entertainment?	Will I have to walk far in the dark?	Is the business located in a safe area?	Is there a coat check?
Who will be there? Will they judge me?	If I take transit, which is the safest route?	Will there be other people walking around?	Will there be a quiet place to chat?
How much will it cost?	What time do I need to leave the venue?	Can I bring in my pepper spray or taser?	Are the restrooms clean?

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Biggest Competitor to Nightlife and Downtown Hospitality?

Home-Based Entertainment

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What do Women Want in Nightlife?

Results of focus groups and interviews with women in the U.S., Canada and Mexico

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Top 7 Social Experiences Women Want in Nightlife

1. High quality F&B
2. Experiential nightlife
3. Competitive socializing
4. Gamification
5. Engagement with art
6. Social dancing
7. Comedy and improv

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High Quality Food and Drink

- Diverse small bites, snacks and desserts
- Health-conscious options and dietary restrictions
- High quality drinks with multiple ingredients
- Insta-ready food and drink (must taste AND look good!)

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Mocktails and Sober Bars



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Experiential
Nightlife:
Immersive
Experiences

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Experiential
Nightlife:
Themed Bars



COCKTAILS

Cocktails

Han Solo
Chestnut Whiskey with COOL & BOLD Lager Beer, Spiced Four with an Orange Whisky, & COOL & BOLD Beer for the bestie. (Only Solo)

Light Saber
Lime and Orange Whisky with Spiced Four Beer, Blue Cheese and Honey. (The bestie is a double. The one who gets the bestie is best. (Solo and Han Solo))

Roy
Blue Cheese Whisky with Spiced Four Beer and Blue Cheese Whisky. (The bestie is a double. The one who gets the bestie is best. (Solo and Han Solo))

Kylo Ren
Kaiser Brewery (Solo Ren) and Kaiser Brewery (Solo Ren). (The bestie is a double. The one who gets the bestie is best. (Solo and Han Solo))

Maz Kanata
Kaiser Brewery (Solo Ren) and Kaiser Brewery (Solo Ren). (The bestie is a double. The one who gets the bestie is best. (Solo and Han Solo))

Finn & Poe
Kaiser Brewery (Solo Ren) and Kaiser Brewery (Solo Ren). (The bestie is a double. The one who gets the bestie is best. (Solo and Han Solo))


Star Wars Classic Cocktails

Blue Milk
Blue Milk (Solo Ren) and Blue Milk (Solo Ren). (The bestie is a double. The one who gets the bestie is best. (Solo and Han Solo))

Darth Vader
Kaiser Brewery (Solo Ren) and Kaiser Brewery (Solo Ren). (The bestie is a double. The one who gets the bestie is best. (Solo and Han Solo))

Slave Leia
Kaiser Brewery (Solo Ren) and Kaiser Brewery (Solo Ren). (The bestie is a double. The one who gets the bestie is best. (Solo and Han Solo))

Stormtrooper
Kaiser Brewery (Solo Ren) and Kaiser Brewery (Solo Ren). (The bestie is a double. The one who gets the bestie is best. (Solo and Han Solo))




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Competitive Socializing & Activities that get your Heart Racing!

- Axe throwing
- Roller disco
- Indoor mini-golf
- Volleyball on the roof
- Bowling
- Table Tennis





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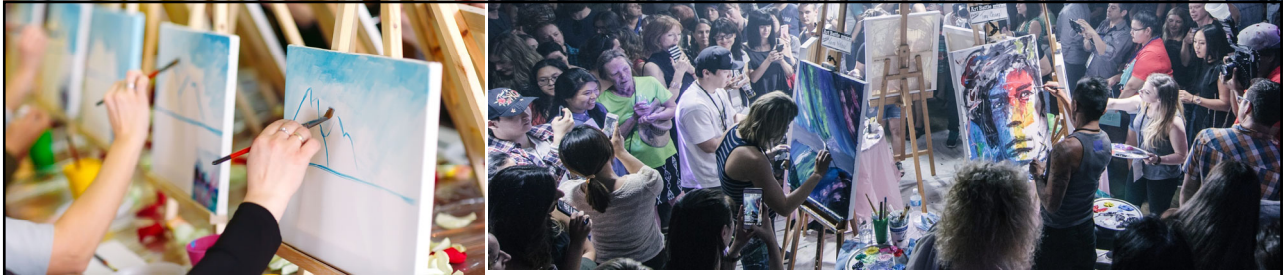
Gamification

- Vintage arcade bars
- Board game cafes
- Trivia nights, pub quizzes, music bingo
- Escape rooms
- Staff-facilitated games




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What Women Want: Engagement with Art

Opportunities to actively engage with art.

Beyond the art walk, there are:

- Paint and wine nights
- Art battles!

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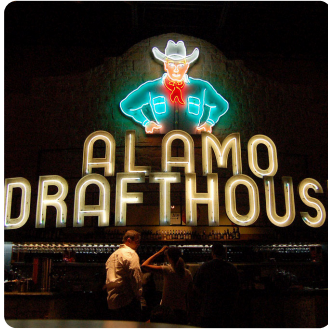
Social Dancing

- Associated with salsa, bachata, swing, line dancing, and other dance styles
- Emphasis is on technique, but just to practice and have fun
- Takes place in clubs and non-club settings
- Clearer rules of engagement and protocol for inviting a partner to dance



September 6, 2018 / By Get Out And Dance / 0 Comments / 021 / Tin And Tricks, Blue

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Comedy & Improv

Dinner, drinks and a movie (and live interaction!)

Events:

- Master Pancake Theater: Live movie mockery and commentary by comedians
- Quote-Alongs: Patrons can sing, quote and perform along with a movie, typically a cult film
- Austin Air Guitar: Each competitor has 60 seconds to perform air guitar to a song of one's own choosing

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What are the Common Threads?

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Mobility, Walkability and Safety

A woman needs to feel safe from the moment she arrives until the moment she leaves.

If her travel path isn't seamlessly positive, she may not come back.

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Environmental Cues that an area isn't Safe

- Litter and overflowing trash
- Graffiti and vandalism
- Presence of homeless
- Panhandlers
- Dark pedestrian lighting
- Dark/vacant storefronts

What do they communicate?

- No one cares
- No one watching
- Permissive environment



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What Makes Women Feel Safe?

- Seamless lighting
- Stable walking surfaces
- Wayfinding signage
- Window displays
- Systems of order:
 - Taxi stands and Rideshare Hubs
- Eyes on the Street
 - Buskers
 - Safety Ambassadors
 - Cleaning crews
 - Police on foot, bike
 - Escorts to parked cars

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Getting Home Safely

Which option are you most likely to choose to get home ALONE at 2:00 AM?




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Women's #1 Preference: Rideshare, Despite Safety Concerns

What women are experiencing during rides

One can understand why women prefer female drivers when looking at the data of what they're facing when they get into the car.

<div style="text-align: center; margin-bottom: 10px;">  </div> <p>23% of women surveyed said they've had to report an uncomfortable encounter with a driver to Uber</p> <p>13% of female Uber riders said they were made to feel uncomfortable</p> <p>NEARLY 10% of women were hit on</p> <p>5% said the driver called or texted them after the ride</p> <p>8% said they had to get the police involved over an Uber driver's behavior</p>	<div style="text-align: center; margin-bottom: 10px;">  </div> <p>15% of women said they've had to report an uncomfortable encounter with a driver</p> <p>7% of women felt uncomfortable during a ride</p> <p>6% felt unsafe</p> <p>JUST UNDER 3% reported being assaulted or nearly assaulted</p>
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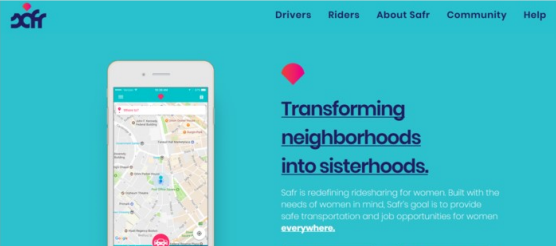




More than 75 percent said they haven't used Uber any less due to safety. Nearly 67 percent for Lyft.

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YOU DESERVE TO BE TREATED WITH RESPECT.

Report sexual harassment.

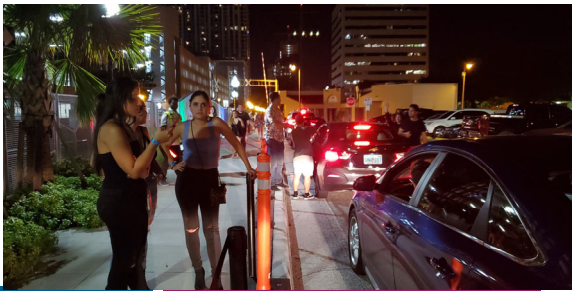
It's easy, anonymous, and it'll help keep your Metro safe.

 text "MyMTPD"
 202.962.2121



Mobility Campaigns and Reforms

- Rideshare services with enhanced safety features
- Promotional campaigns address sexual harassment on public transit
- Rideshare hubs for pick-up and drop-off




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Safety and Comfort in Nightlife Venues

Women should feel safe and comfortable from the moment they arrive until the moment they depart a nightlife venue.




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What are Women's #1 Complaint about Nightlife Venues?

Anyone have a guess?



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The Ideal Restroom

The Basics

- Clean and well-lit; Working locks
- Stocked: TP, soap, paper towels
- Disposal bin for feminine hygiene products

Nice Touch

- Provide feminine hygiene products
- Lotion, wipes, spray deodorant
- Shelves and purse hook(s) in stall
- Hiny hiders partitions for privacy

Wow

- Art and décor displays
- Comfortable seating
- Great lighting for selfies and makeup
- White noise generator or light music
- Automatic fragrance
- Staff monitor

Safety Features

- Gap under stall doors to see feet
- Sufficient distance away from men's room



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Factors that Contribute to Safety and Comfort in Social Venues

- Cleanliness and tidiness
- Easily identifiable & vigilant staff
- Staff who are actively cleaning
- Management of rowdy behavior
- Purse hooks under tables
- Coat check/place to hang up coats
- Comfortable occupancy/not too crowded
- Monitored restroom
- Good ventilation
- Temperature control



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Business Design & Management Factors that Increase Risk



What makes women feel safe and comfortable are in fact the factors that reduce risk in a venue!

- Inefficient, unmonitored line queues with long wait times or inequitable favoritism by staff.
- Dirty venues and tolerant attitudes towards rowdy behavior
- Overcrowded, noisy venues
- Poor navigation within increased potential for bumps and jostles.
- Smokiness, poor ventilation, warm temperature.
- Low comfort, inadequate seating and inconvenient bar access” can precipitate frustration.
- Fast rate of drinking, “round buying, cheap drinks, and drink specials” were associated with higher levels of intoxication, which could also increase aggression
- Competitive activities such as pool playing and dancing, “due to sexual overtures and competition that arise on the dance floor”

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9 OUT OF EVERY 10 VICTIMS OF RAPE ARE FEMALE



90%
female¹

17.7 million American women as of 1998¹



10%
male¹

2.78 million American men as of 1998¹

RAINN National Sexual Assault Hotline | 800.656.HOPE | online.rainn.org
Please visit rainn.org/statistics/scope-problem for full citation.

COLLEGE-AGE WOMEN ARE AT RISK



RAINN National Sexual Assault Hotline | 800.656.HOPE | online.rainn.org
Please visit rainn.org/statistics/campus-sexual-violence for full citation.¹



Sexual Assault

Highest risk age group: Women who are 18-24

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Sexual Violence and Transgender/Non-Binary Communities

SEXUAL VIOLENCE & TRANSGENDER/ NON-BINARY COMMUNITIES

Almost half of all transgender people have been sexually assaulted at some point in their lives, and these rates are even higher for trans people of color and those who have done sex work, been homeless, or have (or had) a disability.¹

Lifetime sexual victimization was much more prevalent among trans respondents who:²

- 65%
Are American Indian
- 59%
Are Multiracial
- 58%
Are Middle Eastern
- 53%
Are Black
- 72%
Had Done Sex Work
- 65%
Had Been Homeless
- 61%
Had Lived with Disabilities

78% Harassment 35% Physical Assault 12% Sexual Violence

Trans or non-binary students in grades K-12 reported significant rates of harassment, physical assault, and sexual violence. Of the respondents who were harassed or physically/sexually assaulted due to their gender expression, over half have attempted suicide.²

57% of trans and non-binary people said they feel uncomfortable asking the police for help.

58% who interacted with law enforcement in the past year experienced mistreatment, such as verbal harassment, repeated misgendering, physical assault, or sexual assault.³

Uncomfortable asking the police for help: 57%

Mistreatment from law enforcement: 58%

Intimate partner violence: 77%

Sexual assault: 72%

Not U.S. Citizens: 2.78x

Trans Women: 2.44x

Past Suicide Attempt: 4x

Done Sex Work: 4x

While overall rates of trans and non-binary people receiving unequal treatment at rape crisis centers are low (4.9%), trans women were 2.44 times more likely to have experienced unequal treatment. Those who engaged in sex work were four times more likely.³

Those who have done income-based sex work were also more likely to have experienced violence.¹

NSVRC National Sexual Violence Resource Center • www.nsvrc.org • 1-877-739-3895

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Sexual Harassment & Sexual Violence

npr

YOUR HEALTH

If He's Sexually Aggressive In Bars, It's Not Because He's Drunk

March 3, 2014 - 5:47 PM ET

MAANVI SINGH

We used to think they behaved badly because they were drunk. Now we know they were just behaving badly.

Study by University of Toronto & University of Washington Found:

- Men's aggression didn't match level of intoxication
- Men targeted women who were more intoxicated

This highlights the need for a prevention response and protocols within bars and districts.

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How Can Social Venues Make Women Feel Safe from Sexual Violence?

Posted policies and campaigns to educate patrons about consent, harassment and how to contact staff

IF YOU TOUCH A WOMAN AGAINST HER WILL IN THIS ESTABLISHMENT, WE WILL LITERALLY RUIN YOUR LIFE.

JUST BECAUSE SHE ISN'T SAYING NO... DOESN'T MEAN SHE'S SAYING YES.

“ HI I'M ANGELA, ARE YOU ON A DATE THAT ISN'T WORKING OUT? DO YOU FEEL LIKE YOU'RE NOT IN A SAFE SITUATION? IS YOUR TINDER OR POF DATE NOT WHO THEY SAID THEY WERE ON THEIR PROFILE? DOES IT ALL FEEL A BIT WEIRD? IF YOU GO TO THE BAR AND ASK FOR 'ANGELA' THE BAR STAFF WILL KNOW YOU NEED SOME HELP GETTING OUT OF YOUR SITUATION AND WILL CALL YOU A TAXI OR HELP YOU OUT DISCREETLY - WITHOUT TOO MUCH FESS.”

Harassment Policy

ELSEWHERE MAINTAINS A STRICT ZERO TOLERANCE POLICY FOR HARASSMENT

Elsewhere is intended to be a safe space to enjoy music, art, expression, and free play.

If you see or experience any unwanted attention, contact, bullying, harassment, or behavior of any kind that makes you uncomfortable, please speak out and notify our staff immediately.

Our staff are trained to remove individuals engaging in any form of:

- Sexual harassment
- Acts of aggression (including leering)
- Racism
- Misogyny
- Transphobia
- Homophobia
- Religious bigotry

...or hatred and discrimination of any kind.

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TOGETHER, WE'RE MAKING NIGHTLIFE SAFER FOR EVERYONE.

SAFE BAR COLLECTIVE

IF YOU'RE BLACK, LATINX, MUSLIM, ASIAN, QUEER, A SEX WORKER, AN IMMIGRANT, TRANS, DISABLED, HOMELESS, A WOMAN, OR ALL OF THE ABOVE: WE'VE GOT YOUR BACK!

SAFE BARS

GOOD NIGHT OUT

#OutSmartNYC

RAISING THE BAR

BEST BAR NONE

BB

WWW.BBNUK.COM

Sexual Assault and Harassment Training Programs

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How Nightclubs Are Taking a Stand Against Sexual Harassment

DC bars are pioneering a program to help prevent harassment

New York's Plan to Enlist Bars in the Fight Against Sexual Harassment

Women Organized Against Rape wants to make Philly bars, clubs and restaurants safer

Many cities are making a commitment to prevent sexual violence in nightlife. Media coverage increases peer pressure for businesses and conveys to patrons what businesses are doing to keep them safe.

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ACTIONS:
What can you do in your city?


- Entice women with the lure of social experiences, not alcohol prices.
- Identify & eliminate barriers to going out. Address “negative” cues.
- Conduct a safety audit (e.g. nighttime walking tour) with diverse female community members. Consider intersections of age, life stage, race, ethnicity, LGBT+.
- Reinforce posted policies with staff training to prevent sexual violence.
- Strive for restrooms that are selfie-worthy instead of cringe worthy.

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Questions to Consider

- What are the top 3 barriers to going out that women identify in YOUR city?
- What are 3 steps you can take to make nightlife safer and more comfortable for women?
- What are 3 resources (organizations, people) who you can reach out to for help?



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