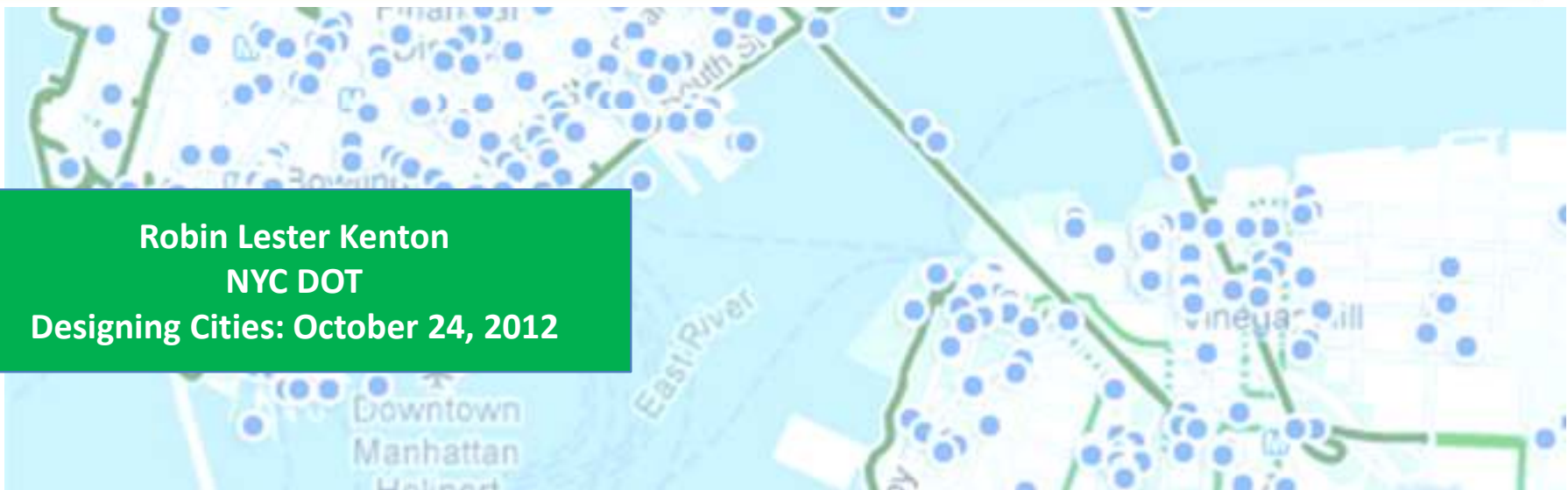




# Engagement and Crowdsourcing Using Social Media

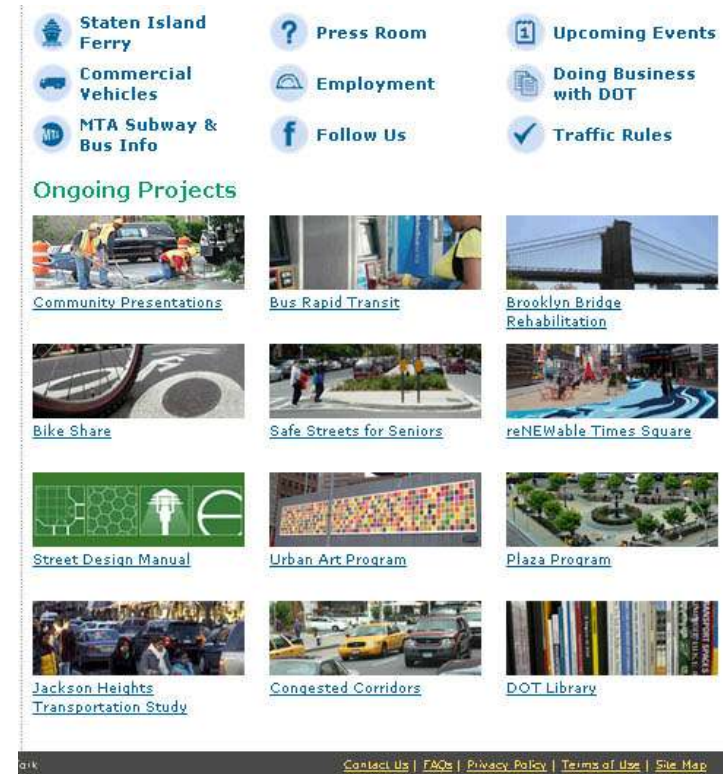
Robin Lester Kenton  
NYC DOT

Designing Cities: October 24, 2012





# “Traditional” Communications





# “Traditional” Communications

A screenshot of the New York City Department of Transportation (DOT) website. The browser address bar shows the URL "home2.nyc.gov/html/dot/html/motorist/resurfintro.shtml". The page header includes the NYC DOT logo, a search bar, and navigation links for Residents, Business, Visitors, Government, and Office of the Mayor. Below the header is a banner image of the New York City skyline. The main content area is titled "Motorists Weekly Resurfacing Schedule". It contains a paragraph explaining the milling process, a note that schedules are subject to change, and a section for "January 8 to January 14, 2012" which lists "Citywide Schedules" and "Borough Milling & Resurfacing Schedules" for various boroughs. A left sidebar contains a search bar and a list of navigation links including Home, About DOT, Motorists, Ferries & Buses, Bicyclists, Pedestrians & Sidewalks, Bridges, Signs, Signals & Streetlights, Safety Programs, Permits & Franchises, FAQs, and Sitemap.

NYC DOT - Weekly Resurfacing Schedule

home2.nyc.gov/html/dot/html/motorist/resurfintro.shtml

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New York City Department of Transportation

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**Motorists**

Parking Information

Alternate Side Parking

Traffic Advisories

Highway and Traffic Rules

Real Time Traffic Cameras

Trucks

Ferries & Buses

Bicyclists

Pedestrians & Sidewalks

Bridges

Signs, Signals & Streetlights

Safety Programs

Permits & Franchises

FAQs

Sitemap

## Motorists

### Weekly Resurfacing Schedule

Milling is the process of grinding off the top layer of asphalt or surface of a roadway. This is usually done in preparation for paving, although there are exceptions where no milling or only partial milling is needed. Resurfacing is the process of placing an asphalt overlay on a roadway, whether or not it has been milled. The milling process is noisy and may cause discomfort in the affected neighborhood for several days. Much of the work is done at night in order to minimize disruptions to traffic. Although DOT takes steps to minimize the inconvenience, milling requires trucks, special machinery and portable lights. To minimize disruption, machinery is fitted with noise reduction equipment and crews attempt to keep noise to a minimum.

Schedules are subject to change due to inclement weather or emergencies.

### January 8 to January 14, 2012

#### Citywide Schedules

- Arterial Milling & Resurfacing Schedule
- Sidewalk Construction Schedule
- Concrete/Hardware Repair Schedule

#### Borough Milling & Resurfacing Schedules

- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island



# “Traditional” Outreach





# Who's Missing?





# Free Social Media Tools

**NYC DOT**  
October 5

Alternate Side Parking will be suspended on Monday 10/8 for Columbus Day. All other regulations, including parking meters, remain in effect.

Like · Comment · Share

8 people like this.

**Laneda Mondesir** How about Tuesday I received an email that its cancelled both Monday and Tuesday 10/8 & 9th  
October 5 at 2:35pm via mobile · Like

**NYC DOT** Laneda- You are correct! We'll add a second wall post to clarify.  
October 5 at 2:44pm · Like

**Laneda Mondesir** Thanks!!!!  
October 5 at 3:46pm via mobile

Write a comment...

858 people saw this post

AT&T LTE 12:17 PM

Explore **NYC\_DOT**

4 photos 5 followers 4 following

Following

**NYC DOT**  
Providing for the safe, efficient and sustainable movement of people and goods, in order to enhance the economy and quality of life in New York City.  
[www.nyc.gov/dot](http://www.nyc.gov/dot)

Photo Map

LOOK

**NYC DOT**   
**@NYC\_DOT**  
Providing for the safe, efficient and sustainable movement of people and goods, in order to enhance the economy and quality of life in NYC. <http://bit.ly/bCj4as>  
New York City · <http://www.nyc.gov/dot>

3,481 TWEETS · 256 FOLLOWING · 18,436 FOLLOWERS

Tweets All / No replies

**City of New York** @nycgov  
#NYCASP rules are in effect today, Wednesday, Oct 17th.  
Retweeted by NYC DOT  
Expand

**Mike Bloomberg** @MikeBloomberg  
New Select Bus Service to LaGuardia will cut travel time for both travelers & those commuting to work at the airport. [bit.ly/UTbPmi](http://bit.ly/UTbPmi)  
Retweeted by NYC DOT  
Expand Reply Retweeted Favorite

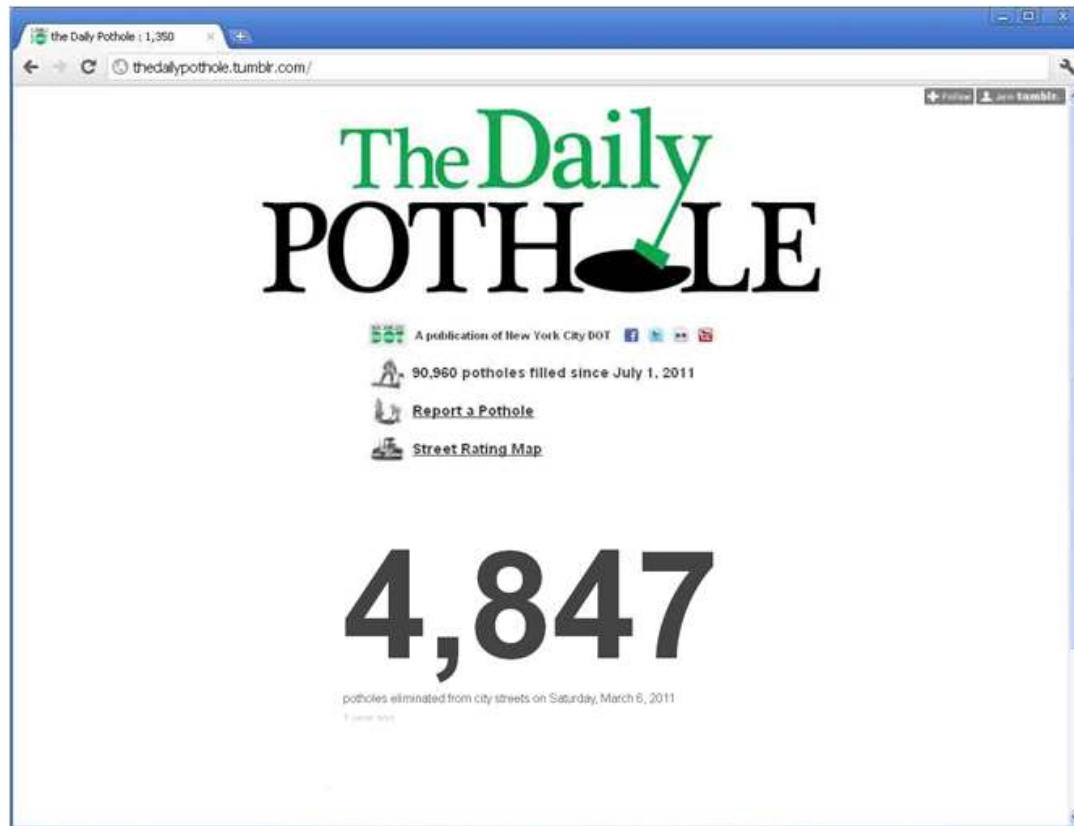
**Alexandra Paparsenos** @AlexPaparsenos  
@NYC\_DOT will the Staten Island Ferry run on a normal Sunday schedule on Marathon day?  
Expand

**NYC DOT** @NYC\_DOT  
@alexpaparsenos Yes, on marathon Sunday the Staten Island Ferry will operate on a normal Sunday schedule. #SIFerry #SIF  
Hide conversation Reply Delete Favorite

11:13 AM · 16 Oct 12 · Details



# Making Potholes “Cool”





# The Challenge of Crowdsourcing

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AUTOS

'Athens' on the Net




By ANAND GIRIDHARADAS  
Published: September 12, 2009

PERHAPS the biggest big idea to gather speed during the last millennium was that we humans might govern ourselves. But no one really meant it.

What was really meant in most places was that we would elect people to govern us and sporadically renew or revoke their contracts. It was enough. There was no practicable way to involve all of us, all the time.

Enlarge This Image



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REPRINTS  
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BEASTS OF THE SOUTHERN WILD

**“In the middle of two wars and an economic meltdown, the highest-ranking idea was to legalize marijuana, an idea nearly twice as popular as repealing the Bush tax cuts on the wealthy.**

**Legalizing online poker topped the technology ideas, twice as popular as nationwide wi-fi.**

**Revoking the Church of Scientology’s tax-exempt status garnered three times more votes than raising funding for childhood cancer.”**




# Bike Share Program Overview


## Bike Share Program

- Up to 10,000 bikes
- Up to 600 individual stations
- Stations located on sidewalks, parking lanes, plazas, in parks and on private property



# Transparent Input: Crucial

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**THE  
NEW YORK OBSERVER**

**ROAD RAGE**  

## Dear DOT, Tear Out This Bike Lane NOW! (Updated)

By Matt Chaban 8/19/11 3:51pm

[Twitter](#) [Facebook 2](#) [Reddit](#) [LinkedIn](#) [Email](#) [Print](#)



BOOOO-IKES! (Gothamist)

Neighbors for Better Bike Lanes and Seniors for Safety keep spinning their wheels on the bike lane lawsuit.

The groups just sent a letter to the Department of Transportation and Commissioner Janette Sadik-Khan demanding the Prospect Park West bike lane be removed. This despite the fact that on Tuesday [a Brooklyn Supreme Court Justice dismissed NBBL's Article 78 challenge](#), arguing the community groups had missed the window in which to file a petition against the lane.

**NEXT ON OBSERVER**  
  
**ART**  
Printed Matter Names James Jenkin Executive Director

**POPULAR on THE OBSERVER**  
  
Brooklyn Is the Second Most Expensive Place to Live in the U.S.



# Engagement Challenges

## Challenges

- Involve all New Yorkers
- Create a dialog
- Make it easy to participate
- Keep the discussion constructive
- Tap into local knowledge



# Bike Share Station Crowdsourcing

## New York City Bike Share

Help shape NYC's new transit option

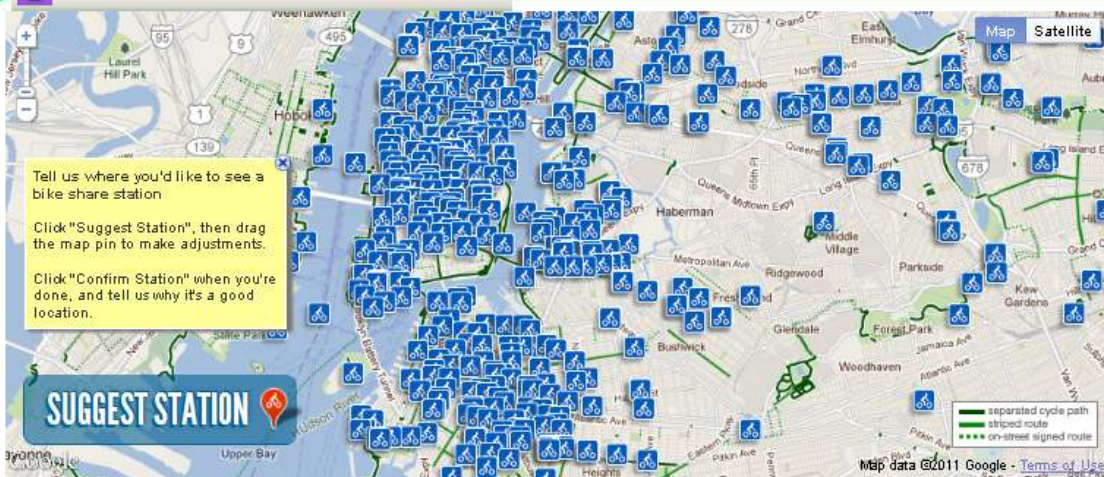
Someone wants a Morrisania station. [Check it out →](#)

Tell us where you'd like to see a bike share station


Click "Suggest Station", then drag the map pin to make adjustments.

Click "Confirm Station" when you're done, and tell us why it's a good location.

**SUGGEST STATION**




Map data ©2011 Google - [Terms of Use](#)



### What Is Bike Share?

Bike share is a network of thousands of bicycles available at self-service docking stations around the city.



### Bike Share in NYC

Bike Share in NYC will be run by [Alta Bicycle Share](#), and funded by private sponsorship and user fees, not taxpayer dollars. Bike Share membership will be inexpensive (less than one monthly MetroCard), and bikes will be available 24/7, every day.

### Get Involved

NYC DOT and [Alta Bicycle Share](#) invite you to help craft a system that's designed for New York City. We invite you to attend special events, open houses and workshops throughout the city, try out the bikes and give your feedback. Get started now by dropping a pin on the map and telling us why you'd like a station there.



# Keep It Basic

CANCEL

My name is Angela R.

Get my user icon and name from  

I want bike share here because...

☐ I work near this location.

Home ZIP Code

Send me email updates:

Email Address

SUBMIT SUGGESTION

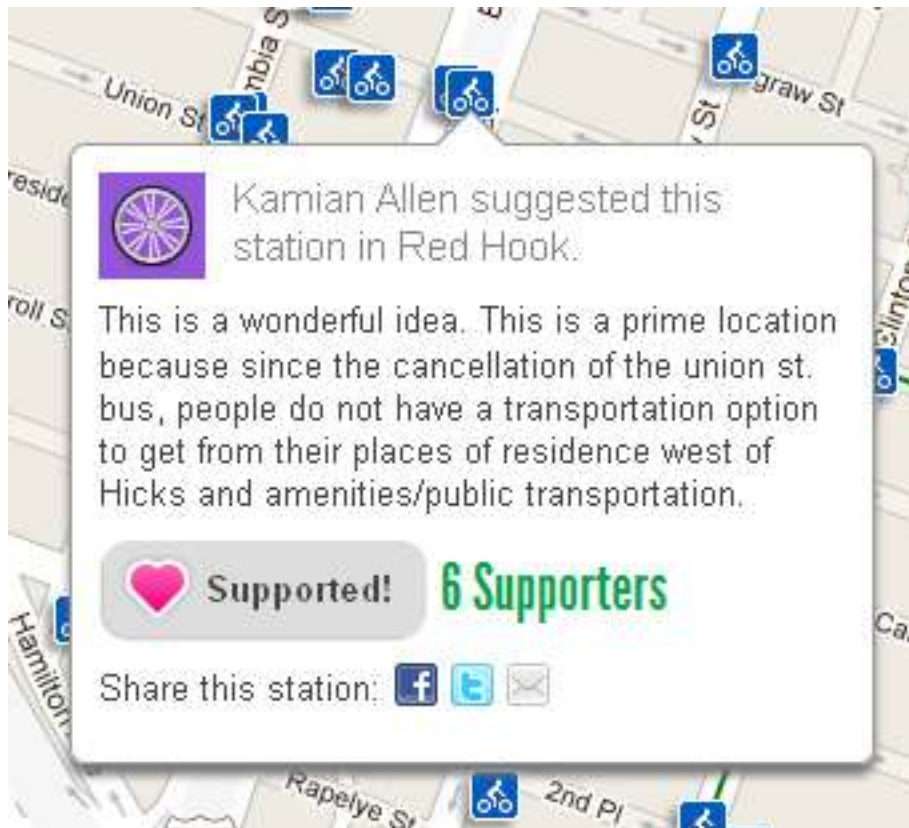


# Data Analysis

| New York City Bike Share                  |                                    |                                    |                     |                         |                 |               |   |   |            |                     | Home, NYC DOT |                        |
|---|------------------------------------|------------------------------------|---------------------|-------------------------|-----------------|---------------|---|---|------------|---------------------|---------------|------------------------|
| CSV share of data                         |                                    |                                    |                     |                         |                 |               |   |   |            |                     | Help          |                        |
|   | Post                               | Neighborhood                       | User Name           | Profile                 | IP              | Op            | Email   | Reason  | Works Here | Posted Date         | Rating        | Hide                   |
|   | 1                                  | <a href="#">Greenwich</a>          | Alex Engel          | <a href="#">Profile</a> | 95.1.105.153.5  |               |   | convenient way to the bike network, and can avoid a transfer on the train.  | Yes        | 2011-09-12 11:52:42 | 21            | <a href="#">Hide</a>   |
|   | 2                                  | <a href="#">Lower East Side</a>    | Alex Engel          | <a href="#">Profile</a> | 95.1.105.153.5  |               | <a href="#">thutengal@gmail.com</a>           | could bike to the subway fort here  | No         | 2011-09-12 11:55:08 | 40            | <a href="#">Hide</a>   |
|   | 2                                  | <a href="#">East Village</a>       | Alex Engel          | <a href="#">Profile</a> | 95.1.105.153.5  |               | <a href="#">thutengal@gmail.com</a>           | I can bike to Prospect Park here!   | No         | 2011-09-12 11:57:35 | 102           | <a href="#">Hide</a>   |
|   | 4                                  | <a href="#">Bedford-Stuyvesant</a> | Robin Lester Kordas | <a href="#">Profile</a> | 95.1.105.153.5  | 11221         | <a href="#">robin.lester@gmail.com</a>        | The bike racks outside the destination Gaughins are always packed! Also near a B2B stop.  | No         | 2011-09-12 12:02:05 | 1             | <a href="#">Unhide</a> |
|   | 5                                  | <a href="#">Bedford-Stuyvesant</a> | Robin Lester Kordas | <a href="#">Profile</a> | 95.1.105.153.5  | 11221         |   | The bike racks outside the destination Gaughins are always packed! Also near a B2B stop.  | No         | 2011-09-12 12:28:05 | 15            | <a href="#">Hide</a>   |
|   | 6                                  | <a href="#">East Village</a>       | Robin Lester Kordas | <a href="#">Profile</a> | 95.1.105.153.5  | 11221         |   | The great bike has helped going for it - it helps stop the Pop and delicious bike over pizza if Porto. Need a station here to help connect people from Fort Greene and Clinton Hill.  | No         | 2011-09-12 12:29:48 | 23            | <a href="#">Hide</a>   |
|   | 7                                  | <a href="#">Greenwich Hill</a>     | Matt Freeman        | <a href="#">Profile</a> | 95.1.105.153.5  | 11217         |   | This is near my house!  | No         | 2011-09-12 12:40:28 | 13            | <a href="#">Hide</a>   |
|   | 8                                  | <a href="#">Lower Manhattan</a>    | Matt Freeman        | <a href="#">Profile</a> | 95.1.105.153.5  | 11217         |   | The back door here are too far from the subway  | Yes        | 2011-09-12 12:48:24 | 14            | <a href="#">Unhide</a> |
|   | 9                                  | <a href="#">Chelsea</a>            | Matt Freeman        | <a href="#">Profile</a> | 95.1.105.153.5  | 11217         |   | It's such a relief to the gallery.  | No         | 2011-09-12 12:47:18 | 48            | <a href="#">Hide</a>   |
|   | 10                                 | <a href="#">Lower Manhattan</a>    | Muozza K            | <a href="#">Profile</a> | 69.112.56.39    | 11221         |   | It would be great to hop on a bike after a ferry ride.  | Yes        | 2011-09-12 22:00:18 | 75            | <a href="#">Hide</a>   |
|   | 11                                 | <a href="#">Greenwich Village</a>  | Muozza K            | <a href="#">Profile</a> | 69.112.56.39    | 11221         |   | Help connect Bed-Stuy to the express train!   | No         | 2011-09-12 22:01:22 | 38            | <a href="#">Hide</a>   |
|   | 12                                 | <a href="#">West Village</a>       | Rachel Sterne       | <a href="#">Profile</a> | 95.1.105.153.24 | 10014         | <a href="#">sternr@media.nyu.edu</a>          | I want bike share here because it is close to Hudson River Park, a wonderful area to bike to.   | No         | 2011-09-14 11:27:07 | 19            | <a href="#">Hide</a>   |
|   | 13                                 | <a href="#">Lower Manhattan</a>    | Rachel Sterne       | <a href="#">Profile</a> | 95.1.105.153.24 | 10014         | <a href="#">sternr@media.nyu.edu</a>          | I work here, along with thousands of others, and would love to bike my commute.   | Yes        | 2011-09-14 11:52:52 | 52            | <a href="#">Hide</a>   |
|   | 14                                 | <a href="#">Chelsea</a>            | Deborah Meili       | <a href="#">Profile</a> | 71.246.190.241  | 11221         | <a href="#">deborah.meili@appliededss.com</a> | After walking the high line it's a long walk to 9th Avenue.   | No         | 2011-09-14 12:21:54 | 53            | <a href="#">Hide</a>   |
|   | 4620 <a href="#">Frick Meadows</a> |                                    |                     |                         | David           | 309.120.8.144 | 11255   | There is no public transportation from Brooklyn-Queens greenway (Underhill Ave) to Frick Meadows. By placing bike stations from Cushing Park to Frick Meadows Park to Frick Meadows will allow residents enjoy the park more. | No         | 2011-09-14 15:33:22 | 1             | <a href="#">Hide</a>   |
|   | 16                                 | <a href="#">Williamsburg</a>       | Deborah Meili       | <a href="#">Profile</a> | 71.246.190.241  | 11221         |   | I want to be able to take the ferry and then ride to Bed-Stuy.  | No         | 2011-09-14 12:25:22 | 40            | <a href="#">Hide</a>   |
|   | 17                                 | <a href="#">Lower Manhattan</a>    | Frank Hebert        | <a href="#">Profile</a> | 67.221.177.15   | 11225         | <a href="#">frank@openplans.org</a>           | Canal Street is a major transit hub, many people could take bikes and head from here into SoHo.   | Yes        | 2011-09-14 12:44:52 | 54            | <a href="#">Hide</a>   |
|   | 18                                 | <a href="#">Greenwich Hill</a>     | Mike                | <a href="#">Profile</a> | 309.106.71.250  | 11222         | <a href="#">mike@theclub@broadall.com</a>     | Near a transit stop   | No         | 2011-09-14 12:08:22 | 59            | <a href="#">Hide</a>   |
|   | 19                                 | <a href="#">East Village</a>       | Mike                | <a href="#">Profile</a> | 309.106.71.250  | 11222         | <a href="#">mike@theclub@broadall.com</a>     |   | No         | 2011-09-14 12:09:05 | 40            | <a href="#">Hide</a>   |
|   | 20                                 | <a href="#">Downtown Brooklyn</a>  | Elot Ranae          | <a href="#">Profile</a> | 66.11.200.94    | 11201         |   | Greenwich Village coop apartments fall apart for bikes but are very close to the bridge. Bike share would be a fit.   | No         | 2011-09-14 13:13:40 | 35            | <a href="#">Hide</a>   |
|   | 21                                 | <a href="#">Clinton Hill</a>       | Josie               | <a href="#">Profile</a> | 309.106.71.250  | 11228         | <a href="#">josie@broadall.org</a>            | It'll allow me to run errands in my neighborhood, and will be a great alternative to the car in Parkers Pedestrian Plaza.   | No         | 2011-09-14 13:13:08 | 32            | <a href="#">Hide</a>   |
|   | 22                                 | <a href="#">Harlem Square</a>      | Mike                | <a href="#">Profile</a> | 309.106.71.250  |               |   | It's near FIF, so a lot of students would use it.   | Yes        | 2011-09-14 13:19:22 | 27            | <a href="#">Hide</a>   |
|   | 23                                 | <a href="#">Midtown</a>            | Sam                 | <a href="#">Profile</a> | 66.11.200.94    | 10020         |   | If the bikes have basket bike share would make it easier to collect books from the farmer's market.   | Yes        | 2011-09-14 12:20:05 | 95            | <a href="#">Hide</a>   |
| Transferring data from 4991-07web.nyc.gov |                                    |                                    |                     |                         |                 |               |   |   |            |                     |               |                        |



# Serious Results



- 10,000+ points
- 60,000+ supports



# Driving “In-Person” Engagement

- 372 meetings/  
demos/workshops
- 600 attendees and 120  
community groups  
represented

|  |   |
|--|---|
| Bike Share Presentation: Manhattan CB 1                                |   |
| <b>Presentation</b>  | DOT presented an overview of plans for Bike Share in New York City to Manhattan Community Board 1.  |
| 10:00 AM - 11:00 AM<br>Wednesday<br>May 2nd, 2012<br>1:00 PM - 3:00 PM |   |
| Bike Share Open House: The New School                                  |   |
| <b>Open House</b>  | With DOT staff to check-out the bike share bikes at the <a href="#">The New School</a> / Theresa Lang Center located at 55 West 12th Street (between 5th & 6th Ave) as the 2nd East. Come see the bike share bikes in person, ask questions and pick up free bike giveaways.  |
| 10:00 AM - 11:00 AM<br>April 17th, 2012                                | In cooperation with The New School and The New School Bike Task Force   |
| Bike Share Presentation: Manhattan CB 4                                |   |
| <b>Presentation</b>  | DOT presented an overview of plans for Bike Share in New York City to Manhattan Community Board 4.  |
| 1:00 PM - 3:00 PM<br>April 14th, 2012                                  |   |
| Bike Share Presentation: Manhattan CB 3                                |   |
| <b>Presentation</b>  | DOT presented an overview of plans for Bike Share in New York City to Manhattan Community Board 3.  |
| 10:00 AM - 11:00 AM<br>April 11th, 2012                                |   |
| Community Planning Workshop, Manhattan CB7                             |   |
| <b>Community Planning Workshop</b>                                     | Join Manhattan's Community Board Seven, local residents and business owners at a roundtable planning workshop to help decide how bike share should work and where stations should go in the Upper West Side. In partnership with the <a href="#">Community Board Seven</a> , Manhattan Borough President <a href="#">Ruth Wisse</a> , NY State Senator <a href="#">Thomas P. Hwang</a> , Assembly Member <a href="#">Michael B. Bellino</a> , Assembly Member <a href="#">Linda Rosenthal</a> , and Council Member <a href="#">Dale Zaretzky</a> . The Workshop will be held at <a href="#">John Jay College of Criminal Justice</a> , at 559 10th Avenue, Room 6507. |
| 10:00 AM - 11:00 AM<br>April 5th, 2012                                 | Seating will begin at 9 am and 7 pm.  |
| Bike Share Presentation: Manhattan CB 2                                |   |
| <b>Presentation</b>  | DOT presented an overview of plans for Bike Share in New York City to Manhattan Community Board 2.  |
| 10:00 AM - 11:00 AM<br>April 3rd, 2012                                 |   |
| Community Planning Workshop, Manhattan CB8                             |   |
| <b>Community Planning Workshop</b>                                     | Join Manhattan <a href="#">Community Board 8</a> and local residents and business owners at a roundtable planning workshop to help decide how bike share should work and where stations should go in Lenox Hill and the Upper East Side. In partnership with <a href="#">Community Board 8</a> , Manhattan Borough President <a href="#">Ruth Wisse</a> , and NYC Council members <a href="#">Daniel G. Garodnick</a> and <a href="#">Jessica Lurie</a> . The Workshop will take place at the <a href="#">Lenox Hill Hotel</a> , 17th Street at Lenox Avenue, 100 Lenox Avenue, 100 Lenox Avenue, 100 Lenox Avenue.   |
| 10:00 AM - 11:00 AM<br>March 29th, 2012                                |   |



## Tips for Engagement

- Be creative! Look (far) beyond traditional methods of communications.
- Fill in the gaps
- Be personable
- Flexibility is key
- Patience is a virtue



# Keep in Touch!

**Robin Lester Kenton**

**Director of Strategic Communications, NYC DOT**  
**[rlsterkenton@dot.nyc.gov](mailto:rlsterkenton@dot.nyc.gov)**



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