

### PUBLIC ENGAGEMENT THAT COUNTS TRANSPORTATION EDUCATION & CIVIC EMPOWERMENT

NACTO Webinar

February 6, 2018



Planning Outreach and Red Tape

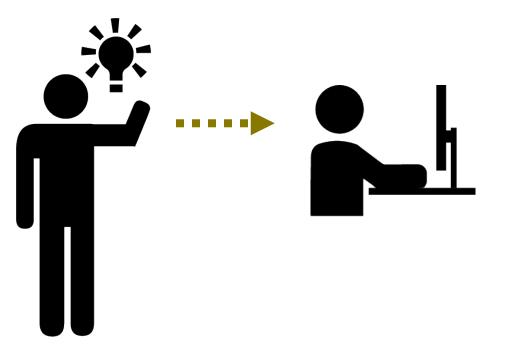


Planner has an idea

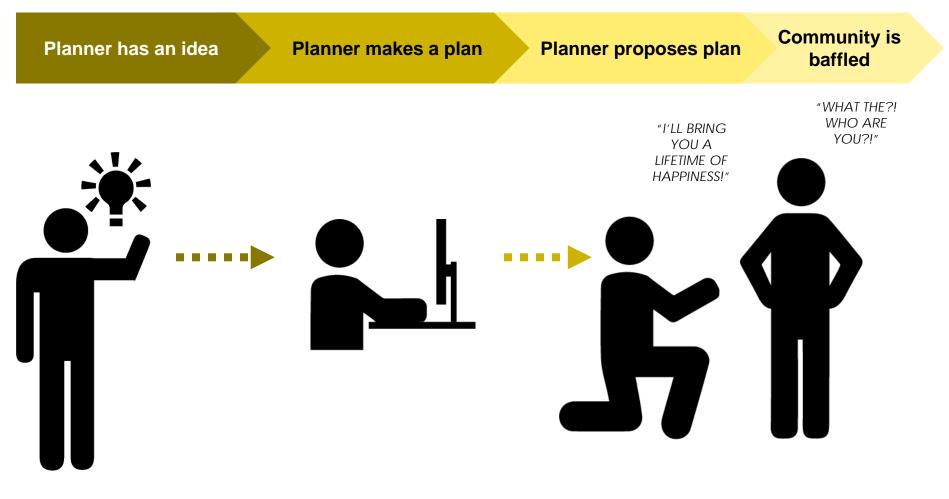


Planner has an idea

Planner makes a plan



Planner has an idea Planner makes a plan Planner proposes plan "I'LL BRING YOU A LIFETIME OF HAPPINESS!"

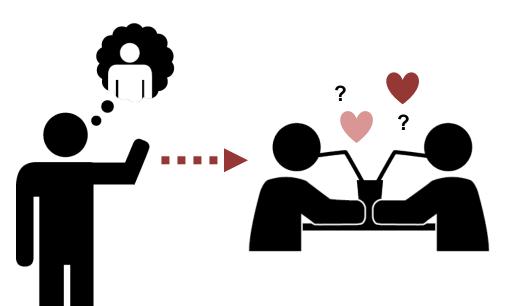


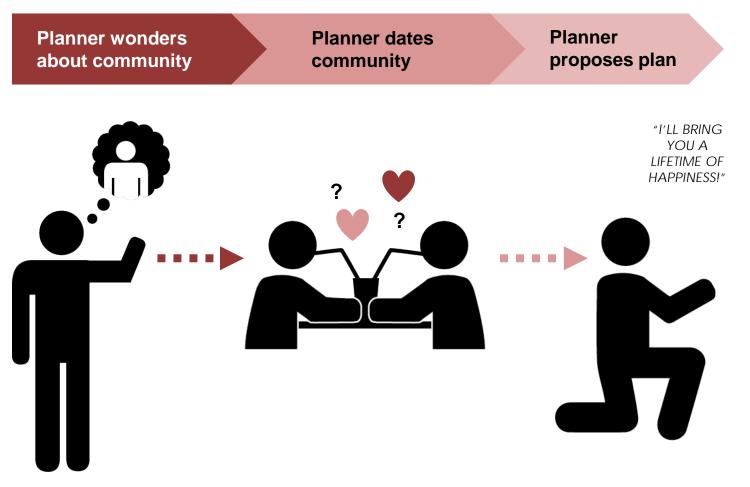
Planner wonders about community

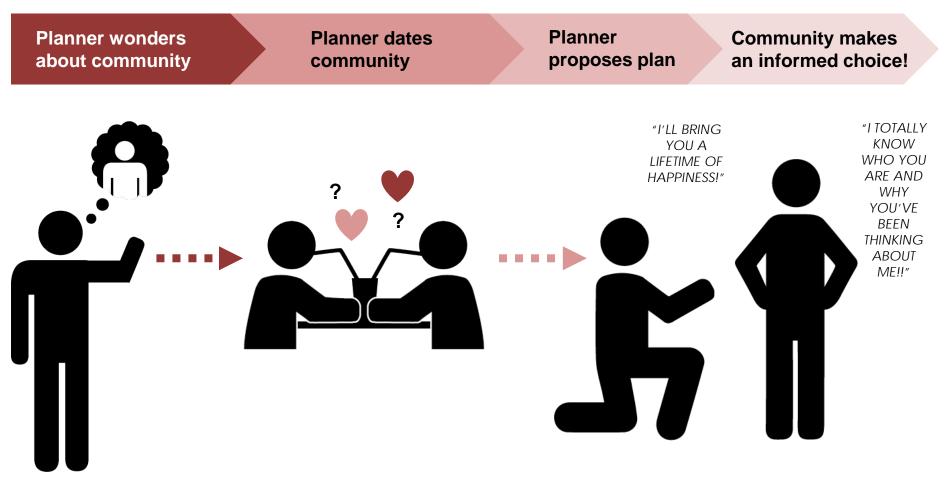


Planner wonders about community

Planner dates community







## WHO HAS A VOICE?

Come to our 6 PM meeting with no food and no childcare!

Please vote on our proposal!

We're having a charette!

Give us your input on a plan!

Our meeting's in the middle of the day!

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## WHO HAS A VOICE?

We've set up a process that overvalues certain voices.

And that sets us up to battle NIMBYs.

## WHO HAS A VOICE?



Cobble Hill, Carroll Gardens, Park Slope, Prospect Heights, Brooklyn



Corona, Elmhurst, Jackson Heights, Queens

Are there really more problems in Park Slope, Brooklyn than there are in Corona and Elmhurst?

### Our data says no.

Online portals are limited by awareness of a process.

**Street Ambassadors** 



### HOW WE DO IT

# In 2015, NYC DOT launched the STREET AMBASSADOR PROGRAM

to open up our planning process.

#### The program is designed to be:



Equitable Intentional about

hearing from everyone

Actively seek out underrepresented groups

Speak the language most comfortable to who we're with



Flexible

Work on weekends, morning rush, or evening events

We literally meet people where they're at



Respectful

We honor the time that busy New Yorkers are able to give

Rather than making people come to us, we come to them

### WHERE DO WE GO?

Street Ambassadors target high-volume community locations to expand the public's feedback and knowledge of DOT's Street Improvement Projects.



### 2016 OUTREACH ACHIEVEMENTS

- 82 Projects Supported
- 328 Individual Deployments
- 27,293 Giveaways Distributed

&

**32,000 +** Conversations with Public

- Project Deliverables
   Data Crunching
- Heat Maps
- In-Depth Survey Responses
- Quotes from the Public
- Photo Archive
- Desire Lines Maps
- Delivery Windows

\*Stats are for 2016 Calendar Year

Ambassadors in Action: Harlem Bike Network



### LET'S CHECK OUR PARTICIPATION NUMBERS



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Cobble Hill, Carroll Gardens, Park Slope, Prospect Heights, Brooklyn

We visited the neighborhood to seek out the voices we were missing.

#### Legend



We began by asking people about their biking habits, their needs, and their fears

#### Winter 2016: Data Collection





Church December 11, 2016

**Public Libraries** December 14 - 17, 2015

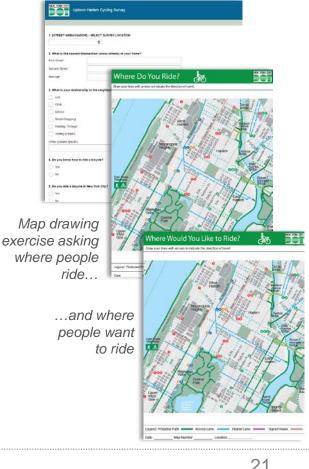


**Senior Center** December 14, 2016



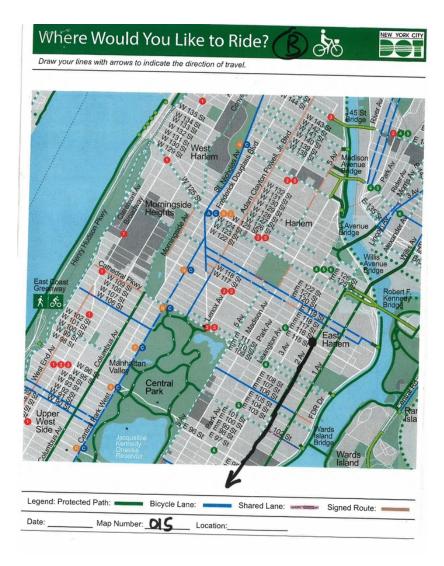
**Shopping Center** December 18, 2016

Cyclist and pedestrian survey asking biking frequency, bike and pedestrian connections in Harlem, destinations, and demographic data



### ASKING PEOPLE WHERE THEY RIDE...





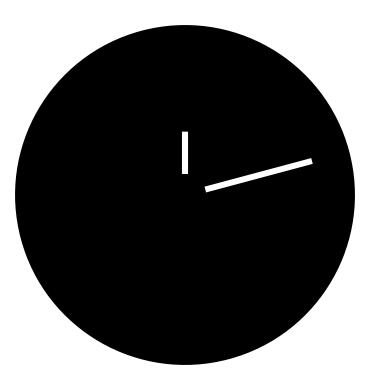
### ...GIVES US A FULL PICTURE OF **NEIGHBORHOOD NEEDS**

Where Do You Ride? 🚴 NEW YORK CITY Where Would You Like to Ride? Lines drawn in purple ( ) are where people would like to bike in Uptown Harlem Hamilton 🔬 Hamilton COG Heights Heights Frequency Frequency 006 206 West Harlem Harl Darker shades india more trips more trips Morningside Heights Morningside Heights AC Harlem venue venue Bridge East Robert F Robert F Kenne Bridge Eas Har em Ma. Valle ttan Man tan Central Park Central Park Rar Isla Upper West Vards Island Bridge Upper West Side Vards Island Bridge Side Wards Island Wards Island rfron ober Kenne

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NEW YORK CITY

# **STREET DESIGN TIME!**



We began by asking people about their biking habits, their needs, and their fears

#### Winter 2016: Data Collection





Church December 11, 2016

Public Libraries December 14 - 17, 2015



Senior Center December 14, 2016



Shopping Center December 18, 2016

Street Ambassadors conducted 11 deployments in the project area at different phases of project development.

Winter 2016: Data Collection



**Church** December 11, 2016



Public Libraries
December 14 - 17, 2015

#### Summer 2017: Outreach



Youth Market August 24, 2017



Senior Center December 14, 2016



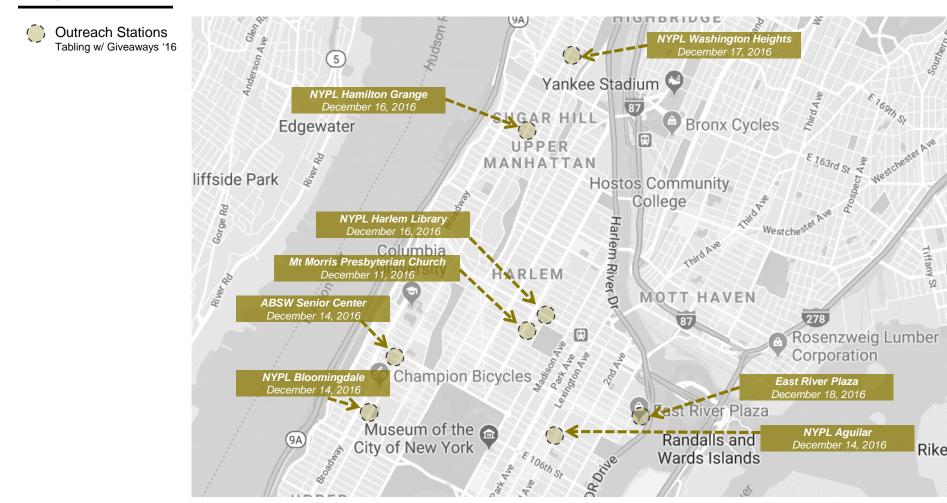
Shopping Center December 18, 2016



Public Parks August 26 – 27, 2017

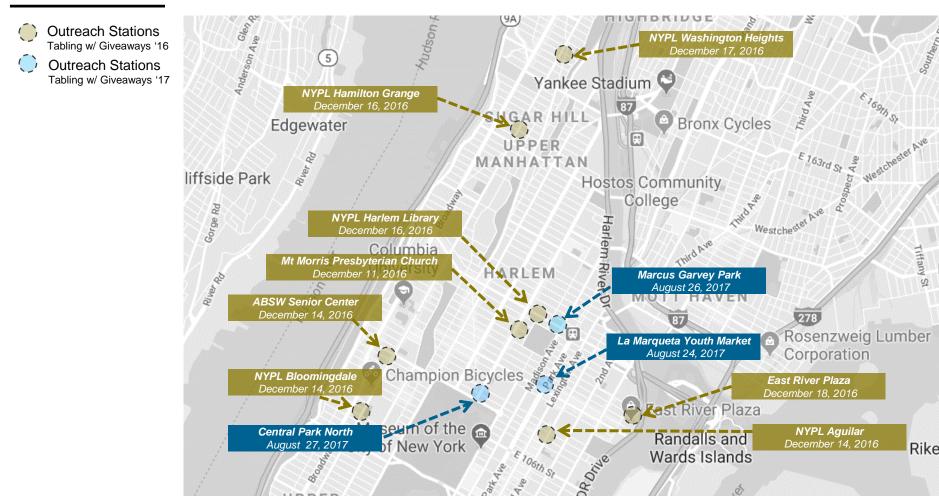
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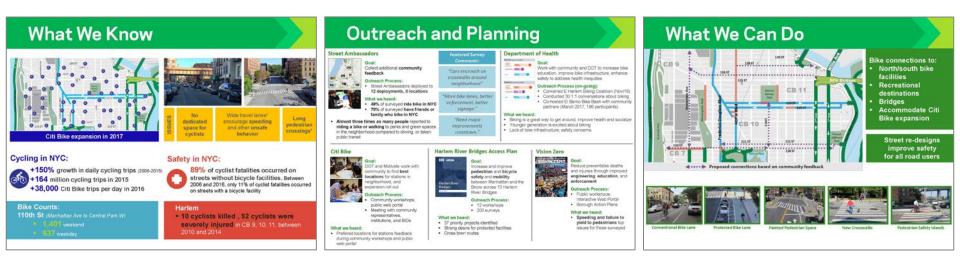


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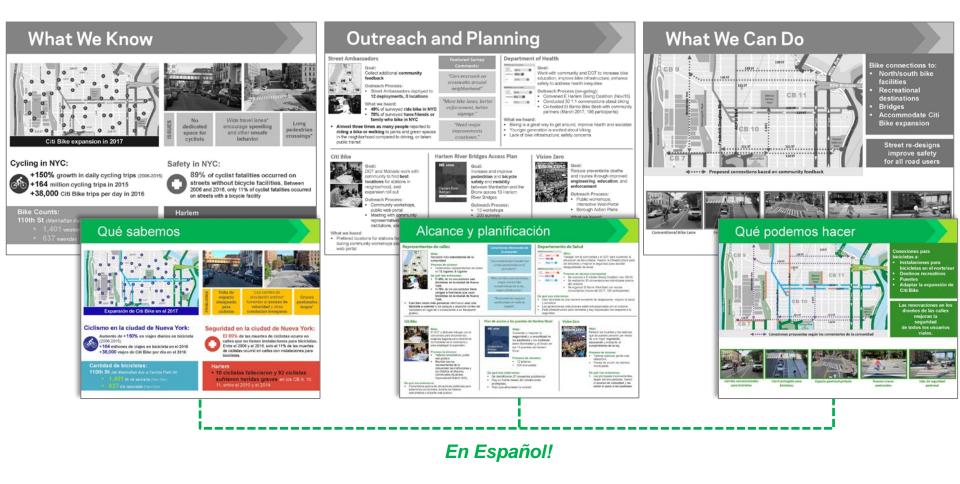
We wanted all participants to be armed with the same information and honor what we had heard from neighborhood residents in earlier phases.



We shared vital traffic safety statistics in a way that was digestible and relatable.

We honored the voices we heard in earlier outreach phases, so that participants could see themselves in the timeline. We introduced a community unfamiliar with our progressive transportation treatments to proposed routes and photo examples from similar projects.

We wanted all participants to be armed with the same information and honor what we had heard from neighborhood residents in earlier phases.



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### HAVING REAL CONVERSATIONS

When you meet people where they are...



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When you meet people where they are, the stories keep coming.



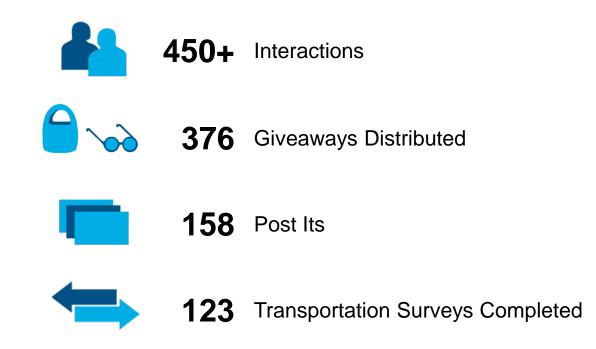
### HAVING REAL CONVERSATIONS

When you meet people where they are, the stories keep coming.



### HARLEM OUTREACH STATS

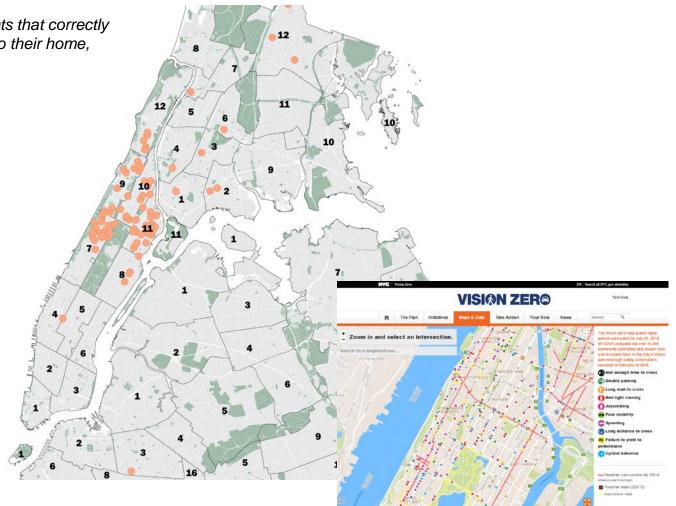
11 deployments yielded...



### WE WERE ABLE TO REACH PEOPLE WHO HADN'T PARTICIPATED BEFORE

Based on the 104 survey respondents that correctly identified the nearest cross-streets to their home, various distributions are as follows:

Harlem Community Boards	Estimated Percentage by Community Board
7	22.1% (23)
8	4.8% (5)
9	12.5% (13)
10	12.5% (13)
11	32.6% (34)
12	6.4% (7)



### WE USE THIS STRATEGY FOR OTHER PROJECTS



Grand Concourse, Fordham Heights, The Bronx

Broadway, Washington Heights, Manhattan

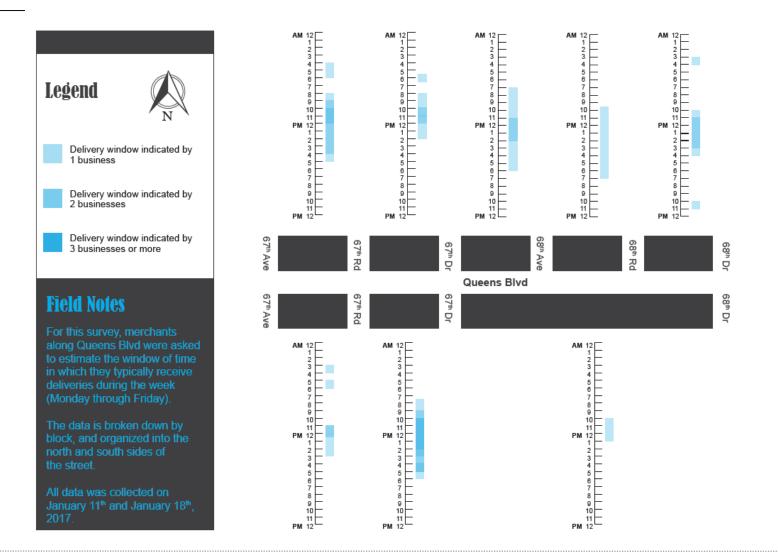
#### WE TALK DIRECTLY TO BUSINESSES

Curbside Management through business participation



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Curbside Management through business participation



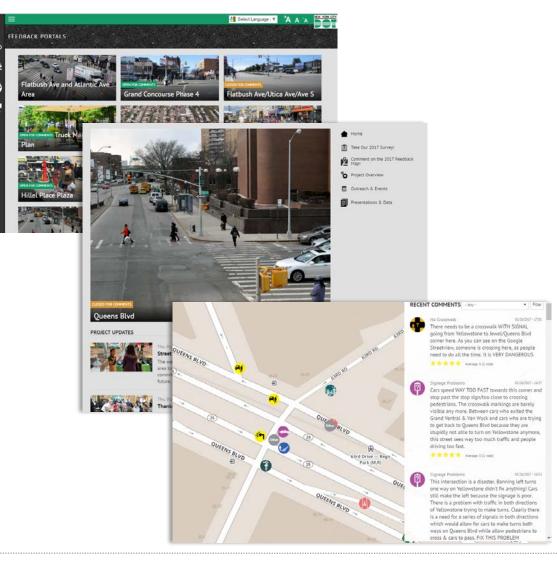
#### WE PROVIDE OPPORTUNITY FOR OFF-SITE PARTICIPATION





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## THIS IS MORE THAN JUST SELLING A PROJECT

# AND THIS IS MORE THAN JUST GETTING A PROJECT IN THE GROUND

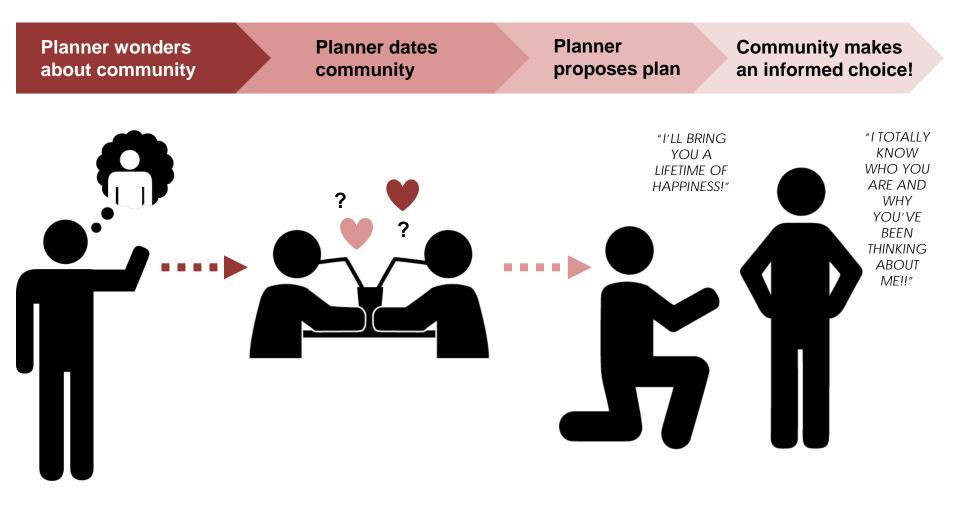
### IT'S ABOUT COLLECTING USABLE DATA

## FOR BETTER DECISION-MAKING

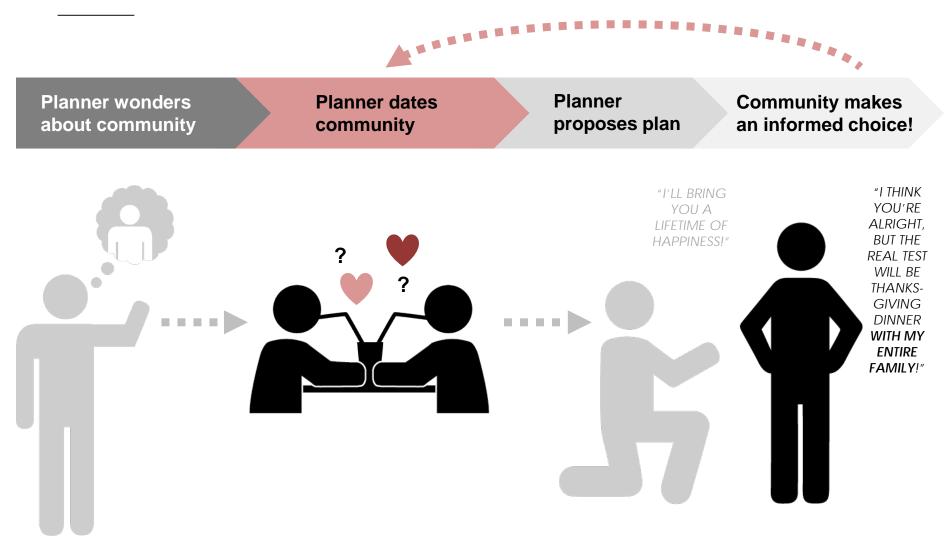
### The Long Game



### **ARE WE DONE?**



### **ARE WE DONE? NOPE!**



# WE CHECK UP ON OUR PROJECTS



Plaza User Survey, Beach 20th St, Rockaways, Queens



Bicycle Intersection User Survey, Manhattan



Bike Share User Survey, Manhattan

### WE DEVELOP NEW TOOLS FOR CONCEPTS THAT ARE UNCLEAR...



## ...AND SHARE THEM AT COMMUNITY EVENTS



