PUBLIC ENGAGEMENT THAT COUNTS
TRANSPORTATION EDUCATION & CIVIC EMPOWERMENT

NACTO Webinar
February 6, 2018
Planning Outreach and Red Tape
TRADITIONAL OUTREACH STRATEGY

Planner has an idea
TRADITIONAL OUTREACH STRATEGY

Planner has an idea → Planner makes a plan
TRADITIONAL OUTREACH STRATEGY

Planner has an idea → Planner makes a plan → Planner proposes plan

“I’LL BRING YOU A LIFETIME OF HAPPINESS!”
TRADITIONAL OUTREACH STRATEGY

Planner has an idea → Planner makes a plan → Planner proposes plan → Community is baffled

Planner makes a plan

Planner proposes plan

Community is baffled

“I’LL BRING YOU A LIFETIME OF HAPPINESS!”

“WHAT THE?! WHO ARE YOU?!”
Planner wonders about community
EQUITABLE OUTREACH STRATEGY

Planner wonders about community

Planner dates community

? ?
EQUITABLE OUTREACH STRATEGY

Planner wonders about community
Planner dates community
Planner proposes plan

“I’LL BRING YOU A LIFETIME OF HAPPINESS!”
EQUITABLE OUTREACH STRATEGY

Planner wonders about community

Planner dates community

Planner proposes plan

Community makes an informed choice!

“I’LL BRING YOU A LIFETIME OF HAPPINESS!”

“I TOTALLY KNOW WHO YOU ARE AND WHY YOU’VE BEEN THINKING ABOUT ME!!”
WHO HAS A VOICE?

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

We’re having a charette!

Give us your input on a plan!

Please vote on our proposal!

Our meeting’s in the middle of the day!
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.

- Bustling Streets
- Movie Theaters
- Parks
- Community Events
- Libraries
- Times Square
- Rec Centers
- Supermarkets
- Churches
- Bike Lanes
- Senior Centers
- Loading Trucks
2016 OUTREACH ACHIEVEMENTS

82 Projects Supported
328 Individual Deployments
27,293 Giveaways Distributed
32,000 + Conversations with Public

&

- Project Deliverables
- Heat Maps
- In-Depth Survey Responses
- Quotes from the Public
- Data Crunching
- 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
LET’S CHECK OUR PARTICIPATION NUMBERS

NOW LET’S COMPARE TO OUR SUPER-USERS...

Cobble Hill, Carroll Gardens, Park Slope, Prospect Heights, Brooklyn
We visited the neighborhood to seek out the voices we were missing.

HOW DID WE APPLY OUR STRATEGY?

Legend

- Outreach Stations
  - Tabling w/ Giveaways '16

NYPL Washington Heights
- December 17, 2016

NYPL Hamilton Grange
- December 16, 2016

NYPL Harlem Library
- December 16, 2016

Mt Morris Presbyterian Church
- December 11, 2016

ABSW Senior Center
- December 14, 2016

NYPL Bloomingdale
- December 14, 2016

East River Plaza
- December 18, 2016

NYPL Aguilar
- December 14, 2016
How did we apply our strategy?

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

Winter 2016: Data Collection

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

Map drawing exercise asking where people ride...

...and where people want to ride.
ASKING PEOPLE WHERE THEY RIDE…
...GIVES US A FULL PICTURE OF NEIGHBORHOOD NEEDS
STREET DESIGN TIME!
HOW DID WE APPLY OUR STRATEGY?

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
HOW DID WE APPLY OUR STRATEGY?

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

**Legend**

- Outreach Stations
- Tabling w/ Giveaways ‘16

MAP:
- NYPL Washington Heights - December 17, 2016
- NYPL Hamilton Grange - December 16, 2016
- NYPL Harlem Library - December 16, 2016
- Mt Morris Presbyterian Church - December 11, 2016
- ABSW Senior Center - December 14, 2016
- NYPL Bloomingdale - December 14, 2016
- East River Plaza - December 18, 2016
- NYPL Aguilar - December 14, 2016

**HOW DID WE APPLY OUR STRATEGY?**
We visited the neighborhood to seek out the voices we were missing.

HOW DID WE APPLY OUR STRATEGY?

Legend

- Outreach Stations
  - Tabling w/ Giveaways '16
- Outreach Stations
  - Tabling w/ Giveaways '17
We shared vital traffic safety statistics in a way that was digestible and relatable.

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

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

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

When you meet people where they are…
HAVING REAL CONVERSATIONS

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.

"I want to bike!"
- Mya, 7

"More people riding bikes is safe!"
- Hailey, 9

I love to ride my bike
- Joel, 11

I would love to have bike lanes!!!

It's scary to bike in NYC without bike lanes & for those who aren't used to biking in the city at all.

It's an excellent idea!

New crosswalks and protected bike lanes.

Avoid taking up parking spaces. Allow more bike parking spots in Brooklyn Pedestrian Mall.

I drive for a living but would love more bike lanes.

Anything that makes the city healthier & safer is a great thing.

Mas rutas protegen!

More bikes please!

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

11 deployments yielded...

- **450+ Interactions**
- **376 Giveaways Distributed**
- **158 Post Its**
- **123 Transportation Surveys Completed**
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:

<table>
<thead>
<tr>
<th>Harlem Community Boards</th>
<th>Estimated Percentage by Community Board</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>22.1% (23)</td>
</tr>
<tr>
<td>8</td>
<td>4.8% (5)</td>
</tr>
<tr>
<td>9</td>
<td>12.5% (13)</td>
</tr>
<tr>
<td>10</td>
<td>12.5% (13)</td>
</tr>
<tr>
<td>11</td>
<td>32.6% (34)</td>
</tr>
<tr>
<td>12</td>
<td>6.4% (7)</td>
</tr>
</tbody>
</table>
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
WE TALK DIRECTLY TO BUSINESSES

Curbside Management through business participation

Legend

- Delivery window indicated by 1 business
- Delivery window indicated by 2 businesses
- Delivery window indicated by 3 businesses or more

Field Notes

For this survey, merchants along Queens Blvd were asked to estimate the window of time in which they typically receive deliveries during the week (Monday through Friday).

The data is broken down by block, and organized into the north and south sides of the street.

All data was collected on January 11th and January 18th, 2017.
WE PROVIDE OPPORTUNITY FOR OFF-SITE PARTICIPATION

Queens Boulevard
Yellowstone Boulevard to Union Turnpike
Safety improvements planned for 2018

What We Know
- Queens Boulevard is a major thoroughfare in Queens.
- The boulevard has a high number of crashes and fatalities.
- The area has a high pedestrian and cyclist volume.

What We Can Do
- Installation of safety enhancements
- Pedestrian and cyclist safety improvements
-Increased presence of traffic enforcement

What We’ve Done
- Installation of traffic calming measures
- Pedestrian safety improvements
- Increased police presence

How Can You Help?
- Provide feedback on safety improvements
- Report any issues to the DOT
- Utilize online resources for safety information

nyc.gov/dot
WE PROVIDE OPPORTUNITY FOR OFF-SITE PARTICIPATION
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?

Planner wonders about community

Planner dates community

Planner proposes plan

Community makes an informed choice!

“I’LL BRING YOU A LIFETIME OF HAPPINESS!”

“I TOTALLY KNOW WHO YOU ARE AND WHY YOU’VE BEEN THINKING ABOUT ME!!”

ARE WE DONE?
ARE WE DONE? NOPE!

Planner wonders about community

Planner dates community

Planner proposes plan

Community makes an informed choice!

"I THINK YOU'RE ALRIGHT, BUT THE REAL TEST WILL BE THANKSGIVING DINNER WITH MY ENTIRE FAMILY!"

"I'LL BRING YOU A LIFETIME OF HAPPINESS!"

ARE WE DONE? NOPE!

Planner wonders about community

Planner dates community

Planner proposes plan

Community makes an informed choice!

"I THINK YOU'RE ALRIGHT, BUT THE REAL TEST WILL BE THANKSGIVING DINNER WITH MY ENTIRE FAMILY!"

"I'LL BRING YOU A LIFETIME OF HAPPINESS!"
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