When Numbers Talk: Using Data to Tell Stories and Make the Case
In a sentence or phrase, what is your biggest storytelling or communications challenge?
When Numbers Talk: Messaging Data to Your Audiences

Congestion Pricing in NYC

May 17, 2023

Nick Sifuentes
Program Director, Sustainable Cities
01 The Context: Congestion Pricing in NYC
The Context: Congestion Pricing in NYC

After years of New York City subway delays and breakdowns, then-New York State Governor Andrew Cuomo announced the formation of the Fix NYC advisory panel.

The panel’s findings included congestion pricing, which Gov. Cuomo then included in his 2019 state budget. That budget would need approval from the State Legislature.

Our task? Convince a majority of the 213-member New York State Legislature to support congestion pricing.

Congestion pricing was reasonably popular: 52%/39% in a January 2019 Siena Research Institute poll. But it was not popular among elected officials at the time.
02 Know Your Audience
Who Are Your Audiences?

An audience is:

• A subset of the general public
• Necessary to motivate to help you achieve your goals
• Are receptive to your messages

Things to Consider When Thinking About Audiences:

• Who influences your audience? How do you reach them?
• Multiple audiences? Tailor your message!
• Go to where your audience is to both reach them and shape who is a part of your audience.
P.07

03 Values and Frames
Values and Frames: The Theory of Mind Approach

- Theory of mind: others think differently than we do
- People don’t view the world neutrally
- Frames are mental shortcuts that influence how we process data and complex issues
- We trigger frames through word choice, use of imagery, or speaker identity
- What do your audiences care about?
Congestion Pricing District-Level Analysis
Senate District 11 – Queens County
Senator Tony Avella (D)

Impact on District Commuters
- Only 5.3% of district commuters would pay a congestion charge because they drive or take taxis into the central business district (CBD) of Manhattan below 60th Street.
- 33.3% of district commuters take public transit and would benefit from increased funding for transit.
- 24.2% of district workers commute into the CBD and 75.8% do not commute into the CBD.
- The district median income is $43,277. Workers who drive alone have a higher median income than those who take public transit.

Median Income of Workers 16 Years and Older by Mode

Tri-State Transportation Campaign’s District Fact Sheets

Travel to Work Analysis for District Commuters

How Many Commuters Would Pay a Congestion Charge?

- Only 5.3% of All Commuters Would Pay A Congestion Charge
- Drive Into CBD: 5.3%
- Public Transit CBD and Non-CBD: 33.3%
- Drive Non-CBD: 54.5%
- Other CBD and Non-CBD: 7.0%

How Do Commuters Get into the CBD?

- 24.2% Are CBD Commuters
- Walk or Bike: 17%
- Worked At Home: 17%
- Other: 17%
- Drive Alone: 17%
- Carpool: 5%
- Railroad: 4%
- Subway: 4%
- Bus: 14%

How Do Commuters Get to Work in Other Locations?

- 75.8% Are Non-CBD Commuters
- Walk or Bike: 6%
- Worked At Home: 6%
- Other: 6%
- Drive Alone: 60%
- Taxi: 0%
- Railroad: 6%
- Subway: 2%
- Carpool: 12%
- Bus: 10%

Impact: Shifting the Narrative

Cities Look to New York to Lead the Way on Traffic Congestion

Andrew Cuomo is proposing a fee on vehicles entering Manhattan’s central business district to help fund faltering subway system

By Paul Berger

March 27, 2016 5:29 am ET

Amid political bickering, a progressive solution to NYC’s transit crisis waits in the wings

At its core, the current transit crisis is more regressive than any fee-based plan to solve it

Between 2013 and 2017 the number of for-hire vehicles in Manhattan’s central business district more than doubled during the afternoon rush hour. PHOTO: DREW ANGERER/GETTY IMAGES

Congestion in the U.S.’s largest cities is only getting worse, and as municipal leaders search for solutions, the idea of charging vehicles to enter high-trafficked zones is gaining momentum.

After a New York State task force unveiled its report to impose a charge on drivers in Manhattan’s most congested neighborhoods, one main line of attack came from lawmakers and others who say that it penalizes drivers who live far from subway and bus stops and already pay tolls that help finance a public transit system they rarely use.

But on Tuesday a transportation research group is planning to release a report that seeks to challenge the weight of that argument. Using census data, the study by the Tri-State Transportation Campaign, which promotes a decreased reliance on vehicles, analyzed commuting patterns in every State Senate and
The Summit Foundation
In a sentence or phrase, what is your biggest storytelling or communications challenge?
Safe for All: 2023 Update

Vision Zero's role in advancing racial equity in Austin

Created by Austin Vision Zero
February 17, 2023

Executive summary  How we got here  What we found  What we're doing

Seguro para Todos: actualización de 2023
Papel de Visión Cero en la promoción de la equidad racial en Austin

Creado por Austin Vision Zero
February 16, 2023
Interstate 35 in 1940 (left) vs present day (right)
LATM projects (2012-2017)

Equity Analysis Zones
Vulnerability Score
- Most Vulnerable
- Medium-High Vulnerable
- Medium Vulnerable
- Medium-Low Vulnerable
- Least Vulnerable
Our next steps

The reforms presented in this report are just the beginning of our effort to better promote equity within our work. Achieving our equity goals will require sustained effort and commitment by the City, our public agency partners, and our community to implement systemic changes in transportation planning and engineering, law enforcement, and traffic safety culture. Transportation & Public Works will be working on the following items in the coming months:

- Further equity analysis on specific locations where we are considering safety investments or initiatives;
- Refine and implement changes to prioritization methodologies;
- Evaluate the impacts of our investments on communities of color;
- Participate in community conversations around systemic changes needed to promote equitable traffic enforcement.
- Continue to engage with TxDOT in ongoing conversations around the 1-35 Capital Express project and support the Our Future 35 initiative to ensure that the reconstruction of 1-35 accounts for the impacts that the highway has had on communities of color and seeks to address community concerns about equity, safety and mobility.
• Think about internal audiences
• Data points are real people
• Storytelling to inspire bold action
In a sentence or phrase, what is your biggest storytelling or communications challenge?
When Numbers Talk: Using Data to Tell Stories and Make the Case

Better Bus Network

Linda Morris
Chief of Service Planning and Scheduling
Miami Dade County, Department of Transportation and Public Works
• 2018 - First community-led full network redesign
• No major changes since start of rail in 1986
• Re-imagined bus network
  • Increased access to frequent bus routes
  • Improved off-peak service
  • Faster journeys
• 2020 – Developed a pre-COVID cost-neutral plan
• 2021 – Approved a 9 per cent increase plan
  • (~$27M annualized costs)
HISTORICAL CONTEXT

1. Surtax Skepticism – People’s Transportation Plan 2002
2. Degradation of public trust
3. Budget constraints and service/quality cuts
4. Worsening congestion with rapid population growth
5. Local advocates taking the initial project lead
**WHAT’S THE STORY?**

**Miami-Fort Lauderdale-Pompano Beach, FL Metro Area**

**Why Transit Access Matters**

The suburbanization of jobs obstructs transit’s ability to connect workers to opportunity and jobs to local labor pools. As metro leaders continue to grapple with limited financial resources, it is critical for transit investment decisions to simultaneously address suburban coverage gaps as well as disconnected neighborhoods.

For more information, read the full report at brookings.edu/transitandlabor or email tnarvey@brookings.edu.

**Transit Coverage**

<table>
<thead>
<tr>
<th>Entire Metro Area</th>
<th>Rank</th>
<th>Cities Only</th>
<th>SUBURBS ONLY</th>
</tr>
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<tbody>
<tr>
<td><strong>91.7%</strong></td>
<td><strong>5</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>89.9%</strong></td>
</tr>
</tbody>
</table>

**Labor Access Rate**

<table>
<thead>
<tr>
<th>Entire Metro Area</th>
<th>Rank</th>
<th>Cities Only</th>
<th>Suburbs Only</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>15.5%</strong></td>
<td><strong>85</strong></td>
<td><strong>20.8%</strong></td>
<td><strong>14.3%</strong></td>
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</tbody>
</table>

**Transit Coverage and Labor Access, by Industry**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Coverage</th>
<th>Labor Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGRICULTURE</td>
<td>67.2</td>
<td>64.9</td>
</tr>
<tr>
<td>MINING</td>
<td>93.7</td>
<td>91.3</td>
</tr>
<tr>
<td>CONSTRUCTION</td>
<td>88.5</td>
<td>85.9</td>
</tr>
<tr>
<td>MANUFACTURING</td>
<td>91.6</td>
<td>87.7</td>
</tr>
<tr>
<td>ELECTRICITY</td>
<td>92.9</td>
<td>89.7</td>
</tr>
<tr>
<td>WHOLESALE</td>
<td>87.7</td>
<td>15.9</td>
</tr>
<tr>
<td>RETAIL</td>
<td>91.2</td>
<td>14.9</td>
</tr>
<tr>
<td>TRANSPORTATION</td>
<td>97.3</td>
<td>16.6</td>
</tr>
<tr>
<td>FINANCE INSURANCE</td>
<td>90.0</td>
<td>16.6</td>
</tr>
<tr>
<td>REAL ESTATE</td>
<td>93.1</td>
<td>15.8</td>
</tr>
<tr>
<td>LOW SKILL</td>
<td>95.8</td>
<td>16.8</td>
</tr>
</tbody>
</table>

*Source: Where the Jobs Are: Employer Access to Labor by Transit | 2012 | Brookings Institute*
WHY FOCUS ON BUS SERVICE?

4 out of 5 passengers are riding the bus*

* when considering only Metrobus and Metrorail services
AUDIENCE

13 County Commissioners – low transit knowledge

Strong Operator Union – high transit knowledge

Local Residents – transit knowledge specific to them
WHAT’S THE PROBLEM?

EXISTING NETWORK

• From the 1980s
• Confusing
• Duplicative
• Unreliable
• Slow
WHAT’S THE PROBLEM?

Top 15 bus routes combined carry 50% of the overall ridership

Lower 49 bus routes combined carry 10% of the overall ridership
WHAT’S THE PROBLEM?

- No major changes since start of metrorail in 1986
- County’s population grew nearly 75%
HOW DID WE GET HERE?

- Lowest level of service hours since 2002
- Better Bus Network brings us back to around 2015 levels
WHAT ARE THE BENEFITS?

• Connects residents to more opportunities
  > 30% more in 60 minutes transit and walk travel time

• Provides consistent high-frequent service
  Major corridors 6am-10pm

• Creates a more efficient system
  ~10% of our service is duplication

• Provides greater access to high frequent routes
  > 350,000 residents from 10% today to 23%

• Creates more equitable service
  Greater accessibility gains in minority and low-income areas
ACCESSIBILITY

How far can I travel in 45 minutes from Aventura Mall at noon?

Reaching: 15% more jobs 20% more residents
WHO HAS ACCESS TO HIGH FREQUENT SERVICE?

Existing

- 12% People in Poverty

Proposed

- 28% People in Poverty

5 minute walk
49 out of every 50 will have same or better transit service
KEY TAKEAWAYS

• Clearly identify the problem/story hook

• Mea Culpas are healing, and deflecting

• Consider your audience’s knowledge/interest levels

• Transparency builds trust
THANK YOU!

Linda Morris – linda.morris@miamidade.gov
In a sentence or phrase, what is your biggest storytelling or communications challenge?
Elevating Stories Through Data

Jenesis Gallego, NYC DOT
Agenda

- Public Engagement Group
- Canal St Outreach
- Presentation of Findings
- Key Takeaways

Useful Context
Agenda

Public Engagement Group

Canal St Outreach

Presentation of Findings

Key Takeaways

NYC DOT Street Ambassadors *(in action)*
Presenting Findings in an Outreach Summary

Things to Note

Intended Audience
- Primarily for Project Manager/Planning Unit
- Prepped for use in Community Board Presentations

Deliverable Goals
- Tell the community’s story in a way that is useful for the PMs, Planners, and Decision Makers, but maintains the humanity of the data.

Our Unit’s focus is to move forward the voice of the public.
Canal St Visioning Project Public Engagement

**Background**

- The Pedestrian Unit collaborated with the Steet Ambassadors to collect feedback from the members of the community about their experience on Canal St.

**What We Knew**

- Canal St handles high volumes of pedestrian traffic on narrow sidewalks especially throughout the Chinatown area, a popular New York City destination.
- Large vehicle lanes that use up most of the street space in this area.
- Vehicles use Canal St to reach both the Manhattan Bridge and Holland Tunnel. Trucks travel both through Canal St, as well as to destinations along the corridor to unload goods to many local merchants.
Public Engagement

Our Process

Between March and August, we collected feedback and engaged the public through multiple avenues.

- **Print Advertisements**
  - Cards
  - Flyers
  - In English, Spanish, Simplified Chinese
- **Social Media (Weekly)**
  - Facebook, Twitter, Instagram
  - Over 100k impressions total over 8 weeks
- **Collaboration with Chinatown BID**
- **In Person Deployments**
  - Merchants
  - Pedestrians
A Full Story Summary

Setting the Stage

Project Overview

Background
- The pedestrians unit identified Canal St as a priority area for pedestrian safety improvements.
- The community identified issues and challenges.
- A full story summary was conducted.

Outreach Overview

Purpose
- To understand what pedestrian and safety improvements the community would like to see.

Outcomes
- Project Manager will work to identify interventions that are needed for pedestrian safety.
- Project Manager will be able to identify pedestrian needs and concerns.
- Project Manager will understand how pedestrians feel about walking if they are recently surveyed.

Process
- The Street Ambassadors facilitated a Streetcar Survey with businesses along the corridor.
- Pop-up outreach stations were set up along the corridor.
- Surveys were conducted by eight survey participants.
- Surveys were conducted in English, Chinese, and Spanish.
- The Street Ambassadors facilitated feedback collection with further outreach.

Social Media Coverage

DOT’s Social Media Strategy
- In coordination with DOT’s Social Media team, we distributed the survey along with language for everyone to participate.
- The survey was featured on both the agency’s Twitter and Facebook accounts.

Facebook Impressions
- DOT’s social media campaigns on Facebook were rated as 10/10.
- Facebook has 80% engagement.
- Facebook has 90% social media impressions.

Corridor Overview

Land Use
- In Manhattan Community District 2, Canal St and the surrounding area houses many mixed-use residential and commercial buildings.
- In Manhattan Community District 3, Canal St is used for commercial space.

Notable Organizations

Chinatown BID & Chinatown Partnership
17 Park Row, 4th Floor – Suite 9
New York, NY 10088

United Healthcare
100 Canal St
New York, NY 10013
Agenda

Public Engagement Group

Canal St Outreach

Presentation of Findings

Key Takeaways

Deployment Sites

Legend

Outreach Stations Tabling w/ giveaways
Merchant Survey Survey Limits
Project Corridor Site Area

Where?

- Canal St and 6th Ave
  - May 27th, 2022

- Canal St Merchant Survey Between Bowery to 6th Ave
  - March 14th and 18th, 2022

- Chinatown BID Booth Canal St & Baxter St
  - May 4th, 5th, 9th and 25th 2022
### Race & Hispanic Origin

<table>
<thead>
<tr>
<th></th>
<th>Community District 1</th>
<th>Community District 2</th>
<th>Community District 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (Non-Hispanic)</td>
<td>64.8%</td>
<td></td>
<td>74.4%</td>
</tr>
<tr>
<td>Asian (Non-Hispanic)</td>
<td>20.9%</td>
<td></td>
<td>14.1%</td>
</tr>
<tr>
<td>Hispanic (of any race)</td>
<td>7.0%</td>
<td></td>
<td>8.3%</td>
</tr>
<tr>
<td>Other Race (Non-Hispanic)</td>
<td>4.1%</td>
<td></td>
<td>3.3%</td>
</tr>
<tr>
<td>Black (Non-Hispanic)</td>
<td>3.2%</td>
<td></td>
<td>1.9%</td>
</tr>
</tbody>
</table>

### Quick Facts

<table>
<thead>
<tr>
<th></th>
<th>Community District 1</th>
<th>Community District 2</th>
<th>Community District 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign Born</td>
<td>28.1%</td>
<td>21.5%</td>
<td>34.5%</td>
</tr>
<tr>
<td>Have Limited English Proficiency</td>
<td>9.6%</td>
<td>6.1%</td>
<td>28.1%</td>
</tr>
<tr>
<td>Under 18</td>
<td>16.7%</td>
<td>9.4%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Age 65 &amp; Older</td>
<td>9.5%</td>
<td>16.5%</td>
<td>17.9%</td>
</tr>
<tr>
<td>Are Rent Burdened</td>
<td>28.4%</td>
<td>33.4%</td>
<td>38.4%</td>
</tr>
<tr>
<td>(spend 35% or more of their income on rent)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean Commute Time</td>
<td>26.1 min</td>
<td>24.9 min</td>
<td>31.3 min</td>
</tr>
</tbody>
</table>

Data Source: https://communityprofiles.planning.nyc.gov/manhattan/3
**Intercept Survey Participation**

**By the Numbers**

In Spring 2022, NYC DOT launched a comprehensive in-person transportation survey along Canal St, Manhattan to understand the transportation experiences from users traveling around the corridor.

NYC DOT conducted its community survey on March 14th and 18th, and May 4th, 5th, 25th, and 27th.

- **480 people participated in the survey;** in addition to on-the-ground QR flyers posted on Canal St, the survey was available digitally via NYC DOT’s social media campaign.

**Who Took the Survey?**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female</th>
<th>Male</th>
<th>Non-Binary</th>
<th>Prefer not to say</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>37%</td>
<td>53%</td>
<td>2%</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Asian</th>
<th>White</th>
<th>Other race, ethnicity, or origin</th>
<th>Black</th>
<th>Hispanic</th>
<th>Middle Eastern</th>
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<tbody>
<tr>
<td>(number)</td>
<td>(175)</td>
<td>(144)</td>
<td>(63)</td>
<td>(29)</td>
<td>(29)</td>
<td>(7)</td>
</tr>
<tr>
<td>%</td>
<td>36%</td>
<td>30%</td>
<td>13%</td>
<td>6%</td>
<td>6%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Participant Age**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>(number)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>(28)</td>
<td>6%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>(121)</td>
<td>25%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>(107)</td>
<td>22%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>(73)</td>
<td>15%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>(54)</td>
<td>11%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>(46)</td>
<td>10%</td>
</tr>
<tr>
<td>75 or older</td>
<td>(21)</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Use of Photos**

- A Street Ambassador conducts a survey with a senior citizen.
- A Street Ambassador surveying a shopper on Canal St.

**Clean Design**

**Real & Humanizing**
How do people get around in the neighborhood?

- Most respondents reported walking as their preferred mode of transportation for accessing their selected activities on Canal St, while fewer participants indicated driving alone as their typical mode of transportation.

- Respondents reported using public transit often for work (20%), visiting friends and family (23%), and going to restaurants/bars/social venues (38%), emphasizing its importance for commuting, socializing, and accessing goods and services.

- Based on the experiences reported, driving alone is not commonly used for most activities on Canal St. However, a few respondents reported using carpooling/pickups or for-hire vehicles for visiting friends and family, shopping/errands, and visiting restaurants.

### Baseline Data: Trip Purpose

**Which of these methods of transportation do you use most often when traveling in and around this neighborhood?**

<table>
<thead>
<tr>
<th>Trip Purpose</th>
<th>Walk</th>
<th>Subway</th>
<th>Bike</th>
<th>Bike Share</th>
<th>Bus</th>
<th>Drive Alone</th>
<th>Car Pool</th>
<th>FHV/Taxi</th>
<th>Electric Scooter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping/Errands</td>
<td>67%</td>
<td>40%</td>
<td>15%</td>
<td>16%</td>
<td>9%</td>
<td>4%</td>
<td>7%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Dining</td>
<td>46%</td>
<td>31%</td>
<td>10%</td>
<td>13%</td>
<td>7%</td>
<td>3%</td>
<td>7%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Parks/Recreation</td>
<td>26%</td>
<td>14%</td>
<td>7%</td>
<td>9%</td>
<td>5%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Visiting Friends/Family</td>
<td>24%</td>
<td>18%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>0%</td>
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<tr>
<td>Community Services</td>
<td>7%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Work</td>
<td>20%</td>
<td>16%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Medical Visit</td>
<td>21%</td>
<td>9%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
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<td>Religious Services</td>
<td>3%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
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<tr>
<td>Child Pick Up/Drop Off</td>
<td>3%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>School</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>Senior Center</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Baseline Data: Pedestrian Experience

Traffic safety concerns and barriers affecting pedestrians who frequently walk along Canal St

- When asked to identify and assess safety issues that would negatively impact the overall experience for pedestrians, more than half of respondents say they experience varying levels of traffic safety issues and barriers when walking on Canal St, including:
  - Narrow/crowded sidewalks (55%)
  - Vehicles failing to yield to pedestrians (53%)
  - Vehicular speeding (50%)

*Ranking of pedestrian traffic safety issues, barriers or obstructions*

Rate each of the following conditions from 1 (not a barrier) to 5 (absolute barrier) that can make walking difficult or unpleasant for you on your trips in this neighborhood (n=141)

- **Narrow/Crowded Sidewalks**: 23% (55%)
- **Drivers not yielding to pedestrians**: 26% (53%)
- **Not enough space to cross the street**: 27% (48%)
- **Vehicles speeding**: 30% (50%)
- **Not enough time to safely cross the street**: 28% (47%)
- **Other obstructions such as garbage, vending, etc.**: 28% (47%)
- **Damaged/broken sidewalks**: 30% (39%)

*Use Direct Quotes when possible.*

“Participant feedback about needing more street space”

“Direct quote from a participant sharing their experience about crossing the street.”

Using their words can be powerful!
Reported Pedestrian Pain Points/Concerns

Pedestrian Experience
- 43% of participants reported experiencing narrow or crowded sidewalk issues; many identified points between Broadway and Bowery on Canal St.
- Over a quarter of reported pedestrian concerns noted long crossing distances.

<table>
<thead>
<tr>
<th>Percentage of Reported Problem Intersections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Narrow or crowded sidewalk</td>
</tr>
<tr>
<td>Long crossing distance</td>
</tr>
<tr>
<td>Blocked or damaged sidewalk</td>
</tr>
<tr>
<td>Blocked crosswalk</td>
</tr>
<tr>
<td>Aggressive drivers</td>
</tr>
</tbody>
</table>

- Narrow or crowded sidewalk: 43%
- Long crossing distance: 26%
- Blocked or damaged sidewalk: 7%
- Blocked crosswalk: 4%
- Aggressive drivers: 4%

Geospatial Illustration
What We Do

1. We tell the story of our data – Who, what, where, when, and why

2. Humanize the data – Photos, Quotes

3. Create minimal, colorful, and accessible visuals

4. We provide brief notes on the data presented in the visuals – ideally in accessible language
In a sentence or phrase, what is your biggest storytelling or communications challenge?
When Numbers Talk: Using Data to Tell Stories and Make the Case

Amanda Stout, AICP
Deputy Chief Project Delivery Officer
District Department of Transportation (DDOT)
NACTO 2023
Our Mission

The District Department of Transportation's mission is to equitably deliver a safe, sustainable and reliable multimodal transportation network for all residents and visitors of the District of Columbia.
The District of Columbia has a Vision Zero goal.

District of Columbia Mayor Muriel Bowser launched Vision Zero in 2015 to inspire and transform DC’s roadway safety efforts, and set our sights on a goal of zero fatalities or serious injuries on our streets. Since then, the District Department of Transportation (DDOT) has shifted to designing streets that are safe for everyone, working closely with community members to identify problems and build solutions.

https://visionzero.dc.gov
...and it is challenging.

In 2022:
- **35 people died in or from crashes**
  - 19 people were pedestrians
  - 3 people were killed while they were biking
  - 2/3 cyclists killed by right turning large trucks on green
- **307 people suffered major injuries including**:
  - 146 People driving
  - 40 people inside the vehicle
  - 86 people walking
  - 23 people biking
How can data help us achieve our safety goals?

- Big goal = make our streets safer for all

- Show our progress and better tell our story
  - to internal DDOT teams
  - to residents
  - to the Mayor’s Office and Council
  - to the media

- Effectively advocate for more funding for our transportation infrastructure projects
  - Competing against other local funding priorities
  - Opportunity of the Bipartisan Infrastructure Legislation (BIL)
DDOT Paving Plan

An interactive map of DDOT's paving work for Washingtonians to track our progress as we enhance the safety of the roadway and improve the ride comfort of the road surface.

Roads

Tool tip: Click a road segment in the map for details

24
Completed Miles

4
Substantially Completed Miles

4
Under Construction Miles

77
Planned Miles

Road Segments Currently Under Construction
Click to zoom into the road segment

KENILWORTH AVE NE
from to Ramp-36031012
Work Type: Crack Seal
Status: Under Construction
Ward 7, ANC 7D07F

15TH ST NW
from to CORCORAN ST NW
Work Type: Pavement
Resurface/Restoration
Status: Under Construction
Ward 2, ANC 2B2F

15TH ST NW
from to CHURCH ST NW
Work Type: Pavement

Select an ANC:
All ANCs

Select a ward:
All Wards

Select a plan:
Paving Plan 2023

https://ddot.dc.gov/page/pavedc-frequently-asked-questions
How is DDOT using dashboards to communicate progress on our safety projects?

- Iterative approach worked on by several teams across the agency
- Using dashboards to provide transparent, trackable, and up-to-date information

Three examples:
1. Safety Intervention Dashboard
2. Annual Safety Improvement Program (ASAP)
3. Traffic Safety Input (TSI) Program 2.0
DDOT Safety Intervention Dashboard

- Leading Pedestrian Intervals
- Left Turn Traffic Calming
- Curb Extensions
- Hawk Signals
- Rectangular Rapid Flashing Beacon (RRFB)
- No Turn on Red Signs
- Dual Turn Lane Mitigation
- Automated Traffic Enforcement
- Vertical Traffic Calming
- Driver Feedback Sign
- PUDO Zones
- Stop Signs
- 20 MPH Speed Limit Signs
- HSIP Projects
- Bike Lanes
- Bikes Trails

https://visionzero.dc.gov/pages/engineering
d. Annual Safety Improvement Program

Roadway Improvements: 25

16 Completed
0 Substantially Completed
9 Under Design/Construction

Roadway Improvement Projects Completed or Substantially Complete
- 34TH ST NW From MASSACHUSETTS AVE NW, GOLDSBOROUGH AVE NW To FULTON ST NW
- ARLINGTON MEMORIAL BRIDGE SW From ROCK CREEK TRAIL NW, ROCK CREEK TRAIL SW To MOUNT VERNON TRAIL SW
- BENNING RD NE From ANACOSTIA AVE NE To Driveway 58012892, 34TH ST NE

Intersection Improvements: 74

5 Completed
0 Substantially Completed
69 Under Design/Construction

Intersection Improvement Projects Completed or Substantially Complete
- 14TH STREET & OTIS PLACE, NW
- HOLBROOK STREET & RAUM STREET, NE
- WEST VIRGINIA AVENUE & CENTRAL PLACE, NE
- 12TH STREET & PERRY STREET, NE
- Mt Olivet Rd & Montello Ave NE

https://visionzero.dc.gov/pages/engineering
DDOT has deemed a safety mitigation necessary for these locations and developed recommendations for the most appropriate solution(s). If recommendations are approved, a work order is created for installation. Work orders are then assigned to a contractor and crews begin installing safety improvements. Crews typically install work orders in batches to make sure they are installed properly and safely.

If you have any questions, please contact DDOT’s Community Engagement Team at https://ddot.dc.gov/page/community-engagement.
Next Steps and Challenges

- DDOT has identified a High-Injury Network (HIN) comprised of 29 corridors.
- How to communicate progress on bigger, long-term capital projects in a comprehensive and coordinated fashion (not just individual project websites)
- How can we more effectively use dashboards and data to communicate both internally and externally how we are planning, prioritizing, funding, and implementing safety projects?
- Challenge and opportunity presented by new BIL funding
Strategies and Considerations

Different programs and projects require different methods of presenting information.

• **Past-looking vs. future-looking** (What we have accomplished/built vs. a plan for future work)

• **Reactive projects vs. proactive projects** (The importance of “closing out” requests)

• **More nimble and tactical projects** (show results faster) vs. progress on longer-term capital infrastructure projects
Thank you!

Amanda Stout, AICP | Deputy Chief Project Delivery Officer
amanda.stout@dc.gov | 202-409-1907

Vision Zero website: https://visionzero.dc.gov/

Traffic Safety Input (TSI) program:
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