



# BEYOND THE WORKSHOP: NYC DOT STREET AMBASSADORS

WTS Annual Conference

May 18, 2017



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# Outreach and Red Tape



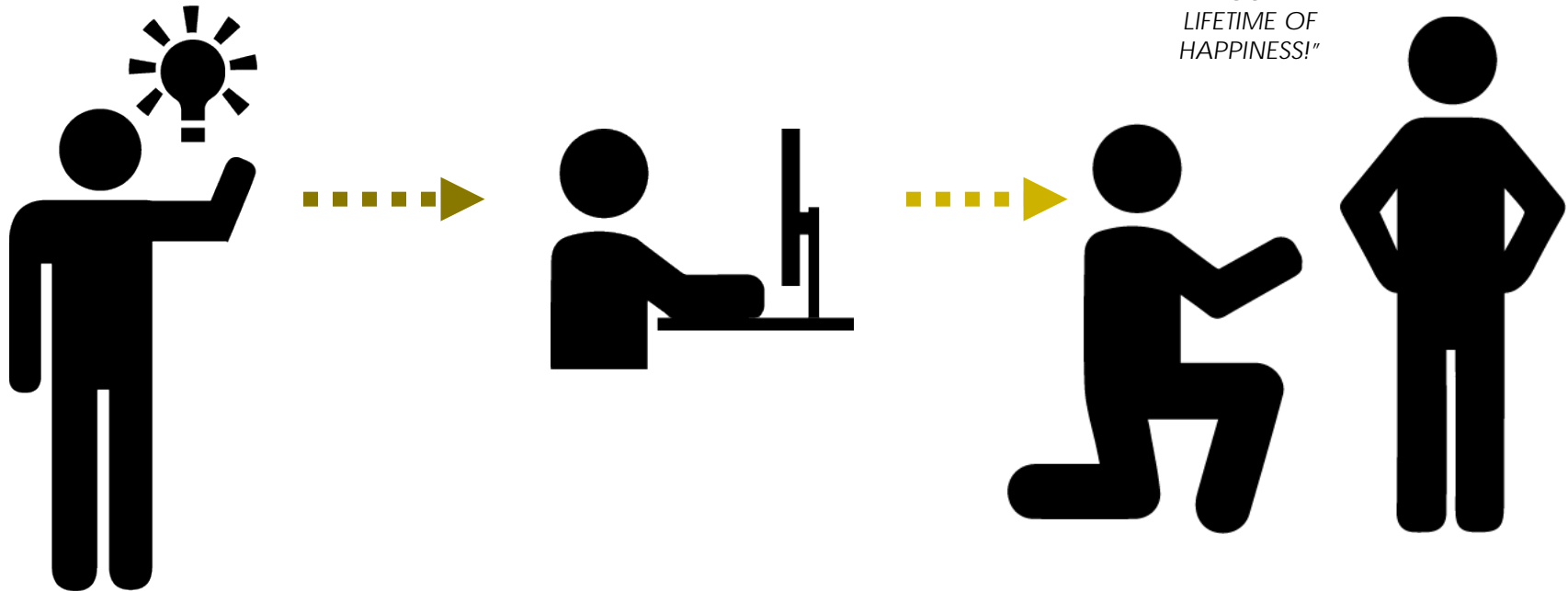
# TRADITIONAL OUTREACH STRATEGY

Planner has an idea

Planner makes a plan

Planner proposes plan

Community is baffled



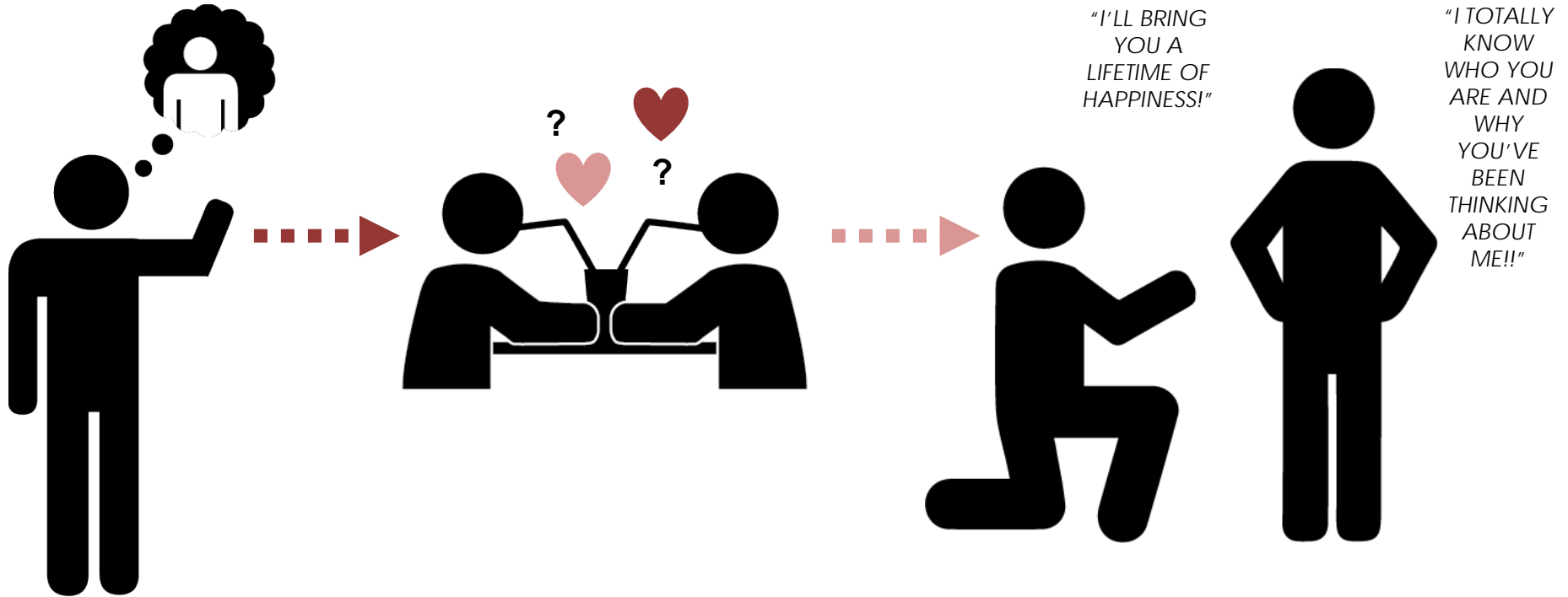
# EQUITABLE OUTREACH STRATEGY

Planner wonders  
about community

Planner dates  
community

Planner  
proposes plan

Community makes  
an informed choice!



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## Street Ambassadors

# 2

# 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 HAVE WE GONE?

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



*Bustling Streets*



*Movie Theaters*



*Community Events*



*Churches*



*Supermarkets*



*Rec Centers*



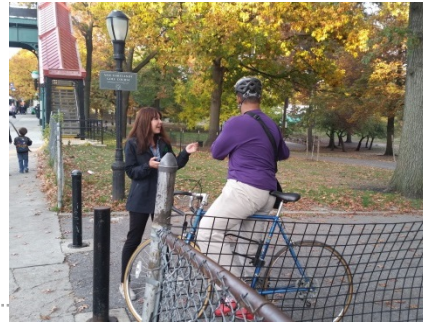
*Loading Trucks*



*Senior Centers*



*Libraries*



*Parks*



*Times Square*

# 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
- Portal Management
- Data Crunching
- Photo Archive
- Desire Lines Maps
- Delivery Windows

*\*Stats are for 2016 Calendar Year*





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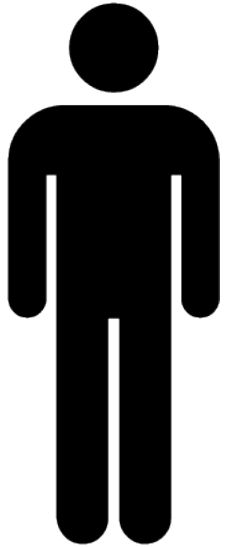
# Incorporating Technology

# 3

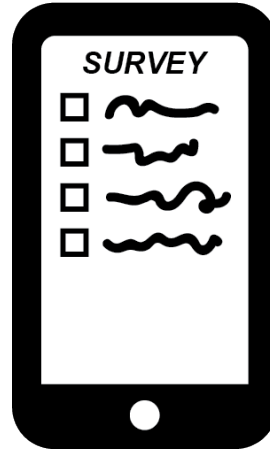
# PEOPLE POWER

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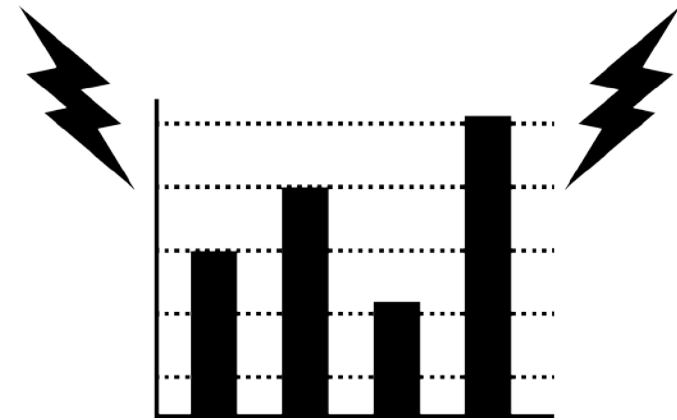
*Want the right people to fill out your online survey?  
Bring it to the people!*



**STREET  
AMBASSADOR**



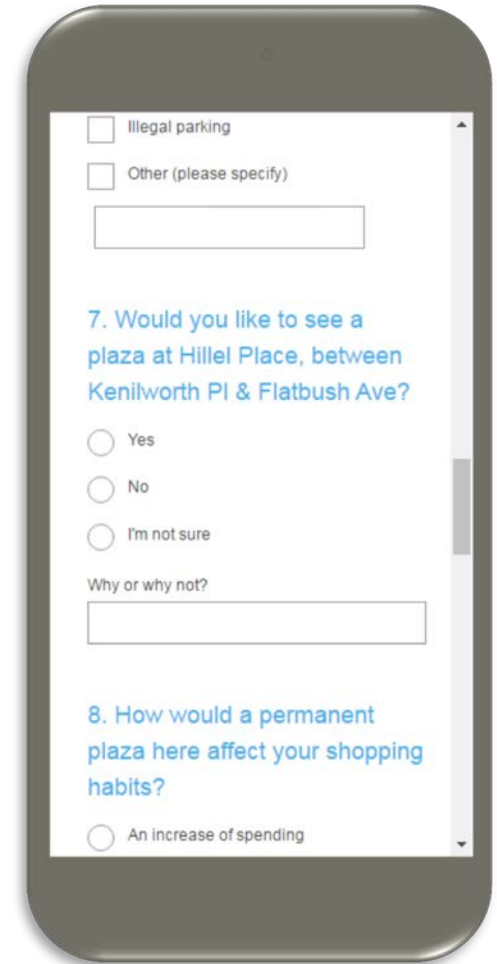
**PHONE**



**INSTANT DATA!**

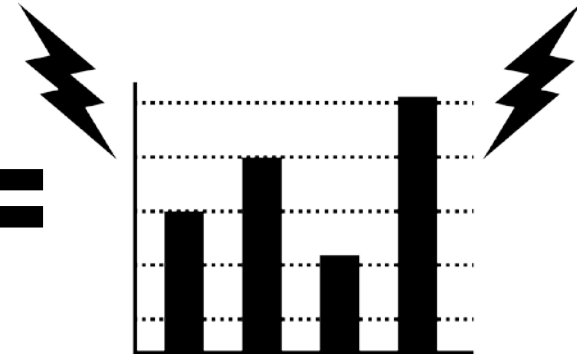
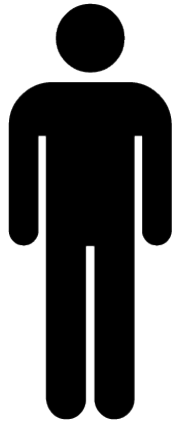
# PEOPLE POWER

*Want the right people to fill out your online survey?  
Bring it to the people!*



# PORTAL POWER

*People you're speaking to don't have the time?  
Let them do the survey at home!*



**STREET  
AMBASSADOR**

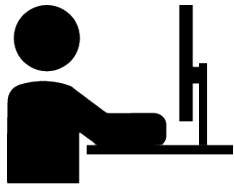
**PALM CARD**

**HOME  
PARTICIPATION**

**INSTANT DATA!**

# PORTAL POWER

*People you're speaking to don't have the time?  
Let them do the survey at home!*



**HOME  
PARTICIPATION**

FEEDBACK PORTALS

Portal Name	Status
Flatbush Ave and Atlantic Ave Area	OPEN FOR COMMENTS
Grand Concourse Phase 4	OPEN FOR COMMENTS
Flatbush Ave/Utica Ave/Ave S	CLOSED FOR COMMENTS
Truck Management Plan	OPEN FOR COMMENTS
Canarsie Area Study	OPEN FOR COMMENTS
Myrtle/Wyckoff Plaza	OPEN FOR COMMENTS
Hillel Place Plaza	OPEN FOR COMMENTS
East Brooklyn Bikes	OPEN FOR COMMENTS
Downtown Jamaica	OPEN FOR COMMENTS
[Unlabeled]	[Unlabeled]
[Unlabeled]	[Unlabeled]
[Unlabeled]	[Unlabeled]

# PORTAL POWER

*People you're speaking to don't have the time?  
Let them do the survey at home!*

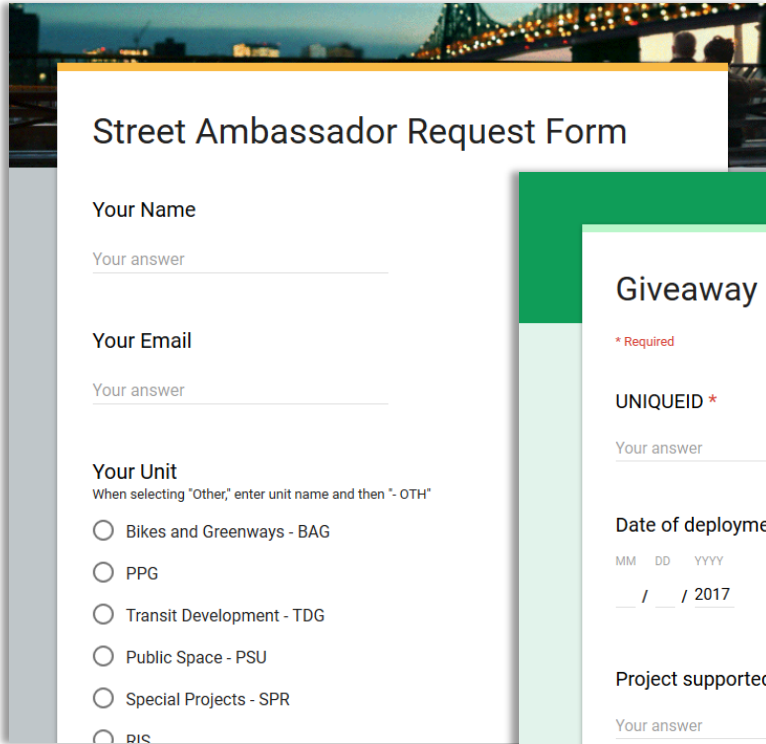


**HOME PARTICIPATION**

The screenshot displays the NYC DOT website interface. On the left, a street view image of Queens Blvd is shown with a 'CLOSED FOR COMMENTS' banner. Below it, a 'PROJECT UPDATES' section features two articles: 'Street Ambassadors on Queens Blvd' and 'Thanks for a great workshop'. A navigation menu on the right includes links for 'Home', 'Take Our 2017 Survey!', 'Comment on the 2017 Feedback Map!', 'Project Overview', 'Outreach & Events', and 'Presentations & Data'. In the center, a map of the intersection of Queens Blvd and 63rd Rd is overlaid with various icons representing reported issues like 'No Crosswalk' and 'Signage Problems'. On the right, a 'RECENT COMMENTS' panel shows user feedback, including a comment about the lack of a crosswalk and two comments about signage and traffic speed, each with a 5-star rating.

# BEHIND THE SCENES: INSTANT TRACKING

*Request submissions are automated to alert Project Managers. Inventory and recaps are recorded at the end of a deployment and instantly filed.*



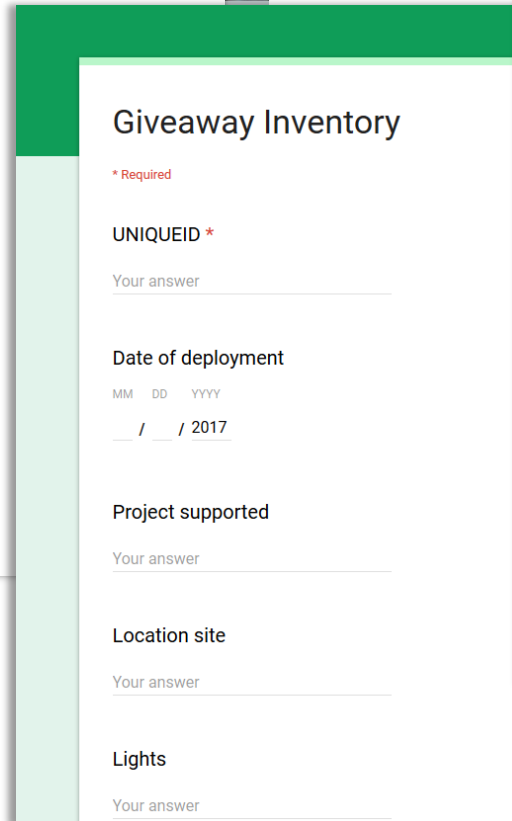
**Street Ambassador Request Form**

Your Name  
Your answer

Your Email  
Your answer

Your Unit  
When selecting "Other," enter unit name and then "- OTH"

- Bikes and Greenways - BAG
- PPG
- Transit Development - TDG
- Public Space - PSU
- Special Projects - SPR
- BIS



**Giveaway Inventory**

\* Required

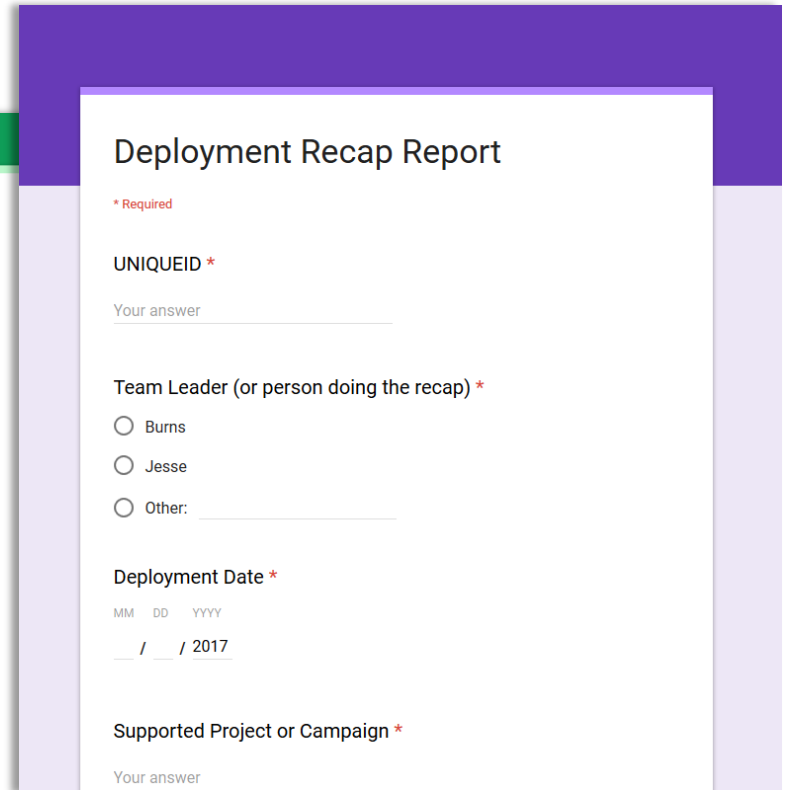
UNIQUEID \*  
Your answer

Date of deployment  
MM DD YYYY  
\_\_ / \_\_ / 2017

Project supported  
Your answer

Location site  
Your answer

Lights  
Your answer



**Deployment Recap Report**

\* Required

UNIQUEID \*  
Your answer

Team Leader (or person doing the recap) \*  
 Burns  
 Jesse  
 Other: \_\_\_\_\_

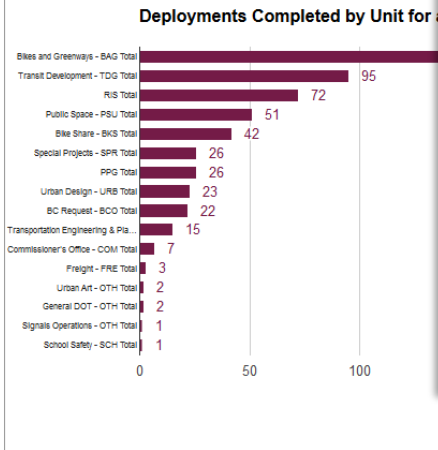
Deployment Date \*  
MM DD YYYY  
\_\_ / \_\_ / 2017

Supported Project or Campaign \*  
Your answer

# INSTANT TRACKING = INSTANT NUMBERS

*Request submissions are automated to alert Project Managers. Inventory and recaps are recorded at the end of a deployment and instantly filed.*

+ Bikes and Greenways - BAG Total	155
+ Transit Development - TDG Total	95
+ RIS Total	72
+ Public Space - PSU Total	51
+ Bike Share - BKS Total	42
+ Special Projects - SPR Total	26
+ PPG Total	26
+ Urban Design - URB Total	23
+ BC Request - BCO Total	22
+ Transportation Engineering & Planning	15
+ Commissioner's Office - COM Total	7
+ Freight	
+ Urban	
+ General	
+ Signals	
+ School	
Grand Total	



	CURRENT INVENTORY	DISTRIBUTED TO DATE
Lights	223	5227
Bells	5707	7293
Sunglasses	575	5425
Totebags	6221	
Water Bottles	2232	
Carabiners	4716	
Post-its	4172	
Construction Helmets	1108	
Magnets	7165	
Pens	2281	
Frisbees	1000	
Beach Balls	497	
Card Caddies	653	
Project Flyer (English)	-	
Project Flyer (Translated)	-	
Bike Maps	-	
Bike Smarts	-	

Timestamp	UNIQUE ID	Day of Week	Deployment Date	Supported Project or Campaign	Deployment location(s) and/or address	Unit / Office Supported	Team Leader (or person doing the recap)
9/26/2016 18:44:38	20160926PPG01	Monday	9/26/2016	Enhanced Crossings	Newkirk Ave & Malborough Road	PPG	Andrew
10/3/2016 9:38:42	20161001BAG01	Saturday	10/1/2016	Brownsville/East New York	ENY Farmer's Market [Schenck Av & New Lots Ave]	Bikes & Greenways - BAG	Burns
10/2/2016 17:49:16	20161002BCO01	Sunday	10/2/2016	CyclEyes	Grand Army Plaza & Prospect Park West	Commissioner's Office -BCO	Jesse



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Ambassadors in Action:  
Queens Boulevard

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# A HIGHWAY RUNS THROUGH IT...

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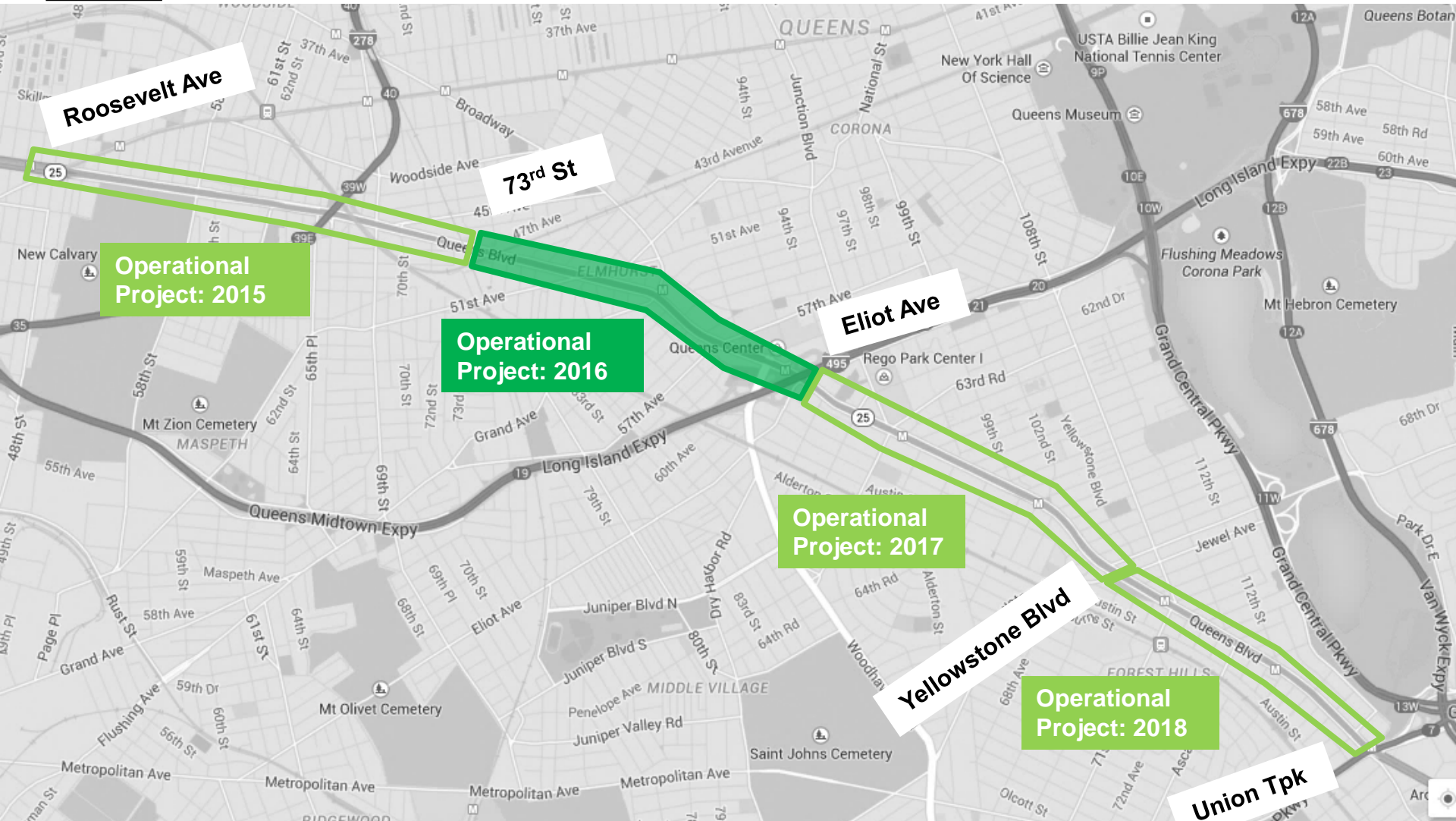


# QUEENS BOULEVARD HAD A REPUTATION

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# STREET AMBASSADOR OUTREACH FOR 2016 QUEENS BLVD PROJECT



# HOW DID WE APPLY OUR STRATEGY?

*Street Ambassadors conducted 17 days of outreach along the project corridor.*

## On-Street Outreach

November 8, 9, and 12 – 17, 2015



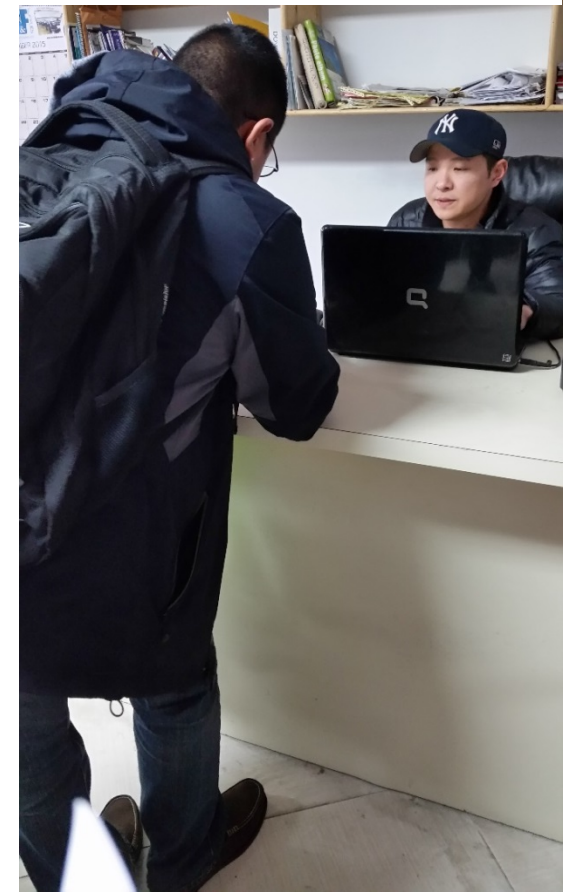
## Queens Center Mall

December 6 – 13, 2015



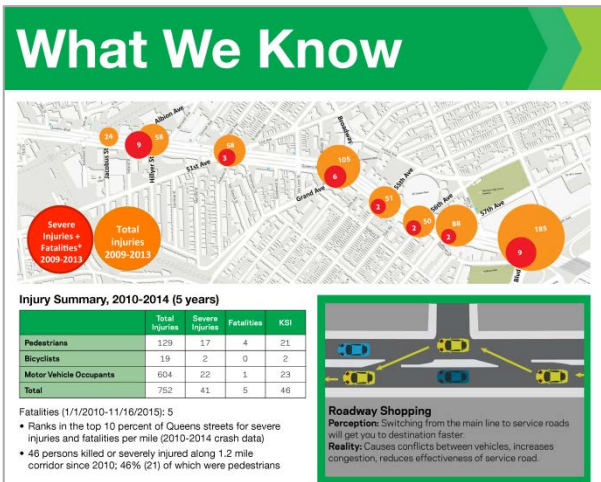
## Merchant Surveys

December 14, 2015



# FRAMING THE PROBLEM

*Before surveying, we need to bring people to the same playing field, making sure all folks know what the problem is.*



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



*We recalled personal stories to humanize the problem. These stories came from our online project portal.*



*We introduced a community unfamiliar with our progressive transportation treatments with photos from an earlier phase.*

# FRAMING THE PROBLEM

Participants were encouraged to propose design solutions from the available “menu” of treatments.

## What We Can Do



Each feature was titled separately and color coded to match post-its so that participants could match the issue they had with the solution they desired.

# HAVING REAL CONVERSATIONS

*All participants were encouraged to participate in their native language.*





# QUEENS BLVD OUTREACH STATS

*17 days of outreach yielded...*



**3,350+** Interactions



**2,800** Giveaways Distributed



**930** Project Palm Cards Distributed



**630** Map Feedback Comments



**630** Transportation Surveys Completed



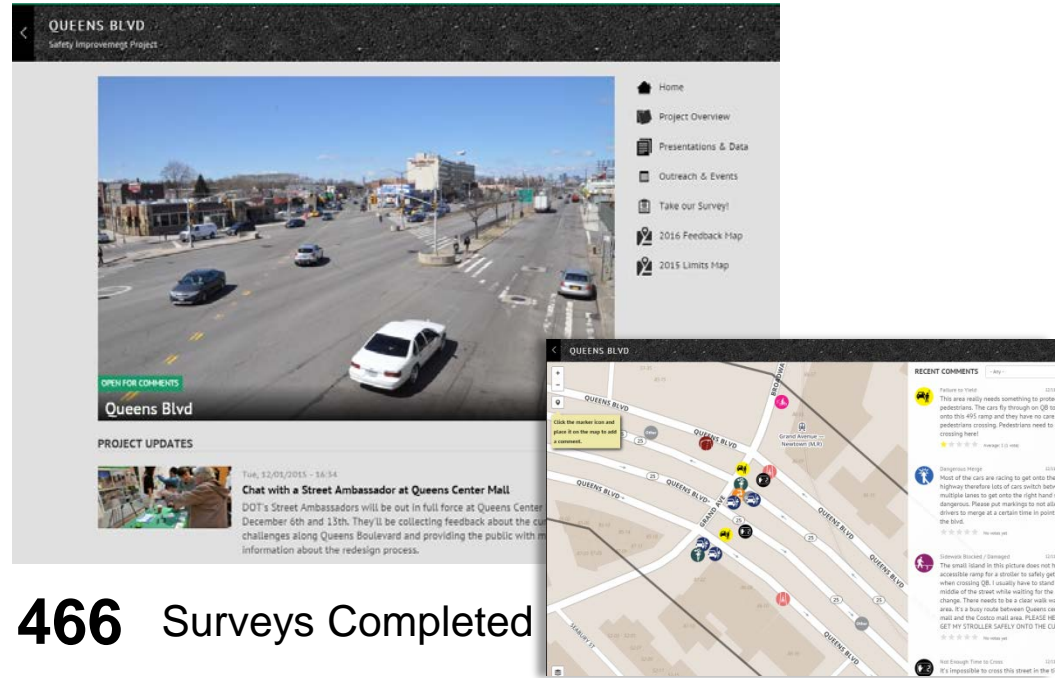
**92** Businesses Visited

# QUEENS BLVD PORTAL STATS

*People were encouraged to continue their participation via the online portal. Portal was live between November 6 and December 2, 2015.*



**930** Project Palm Cards Distributed



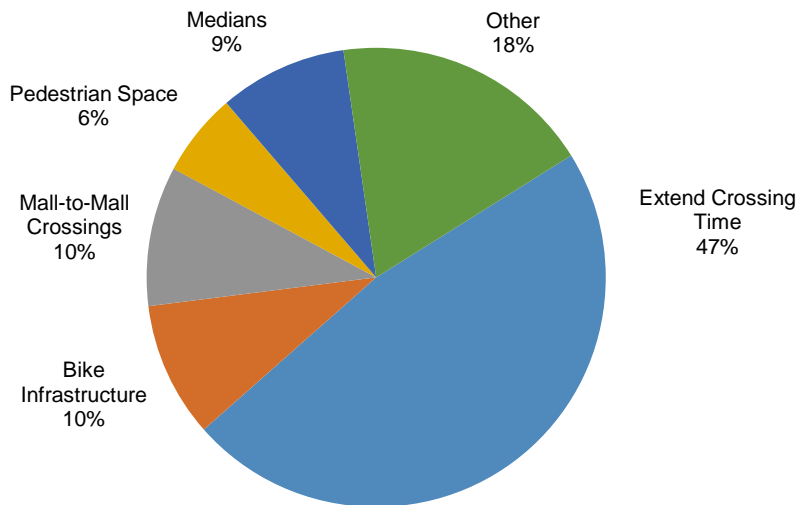
**466** Surveys Completed

**70** Map Comments

# STATS + STORIES = A FULL PICTURE

*“Mi abuelita y yo tenemos miedo cruzar Queens Blvd, así que usamos el paso subterráneo del tren.”*

## Requests for Improvements



## QUEENS BOULEVARD MERCHANT DELIVERY TIME RANGES

55th Ave. to Eliot Ave.

**Legend**

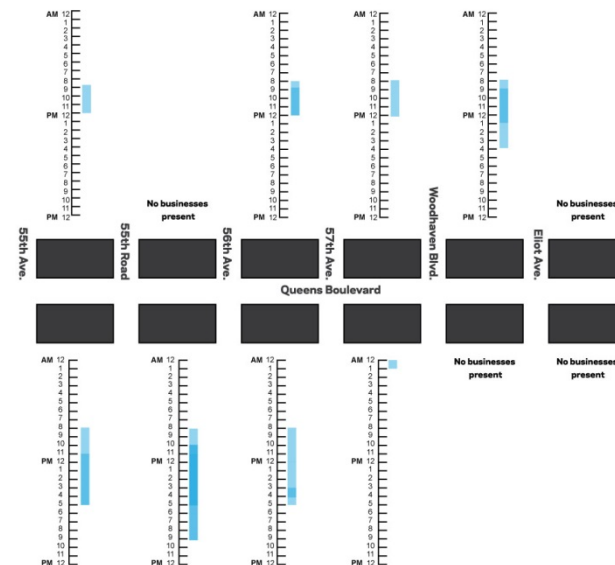
- Delivery window indicated by 1 business
- Delivery window indicated by 2 to 3 businesses
- Delivery window indicated by more than 3 businesses

**Field Notes**

For this survey, merchants along Queens Boulevard were asked to estimate the window of time in which they typically receive deliveries.

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

All data was collected on 12/16/2015



# QUEENS BLVD SET THE STAGE FOR HOW WE TALK ABOUT OUR PROJECTS





NYC DOT



NYC DOT



nyc\_dot



NYC DOT