



Canal St Visioning Project

Street Ambassador Outreach Summary

Supporting: Pedestrian Unit

Spring 2022



Project Overview

Project Overview

Background

- Canal St handles high volumes of pedestrian traffic on narrow sidewalks especially throughout the Chinatown area, which is a popular New York City destination.
- Canal St has large vehicle lanes that use up the majority of the street space in this area.
- Vehicles use this street 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.



A Street Ambassador and an interpreter speak to a participant on Canal St.

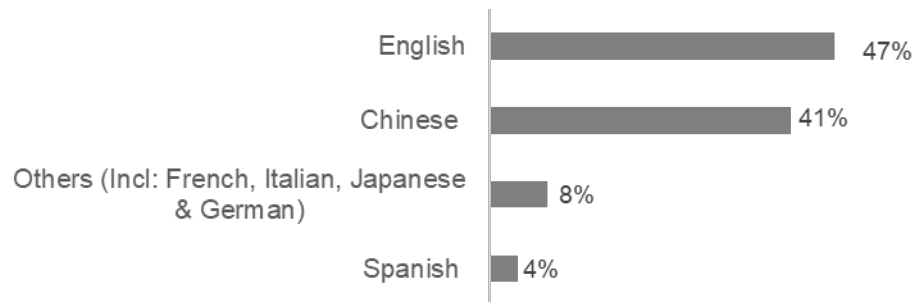
Community Background

Across Three Districts

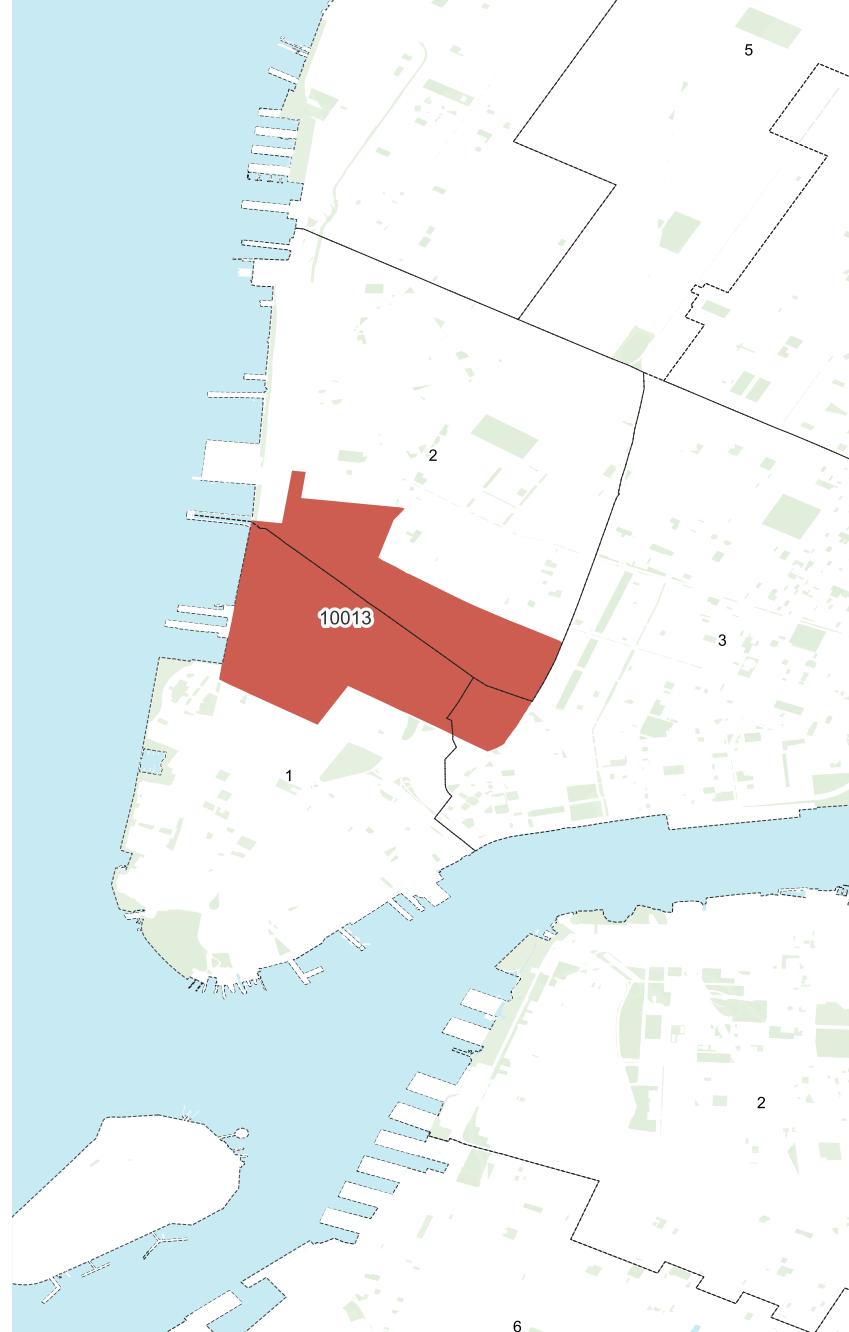
- Canal St runs across zip code 10013 within Manhattan Community Districts 1, 2, and 3.
- Outreach was conducted to reach all three districts.
- Community District 1 and 2 are located on the west Side of Canal St.
- Community District 3 is located on the east side of Canal St. Community District 3 hosts the Chinatown BID booth and bulk of the Chinatown Community.

Languages Spoken

(Within Zip Code 10013)



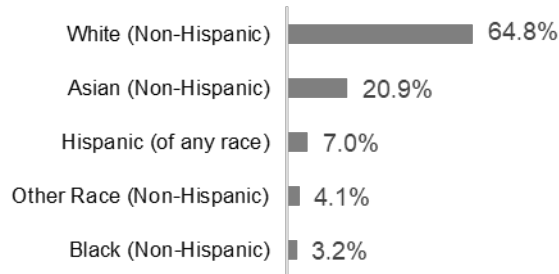
Map of Manhattan Community Districts



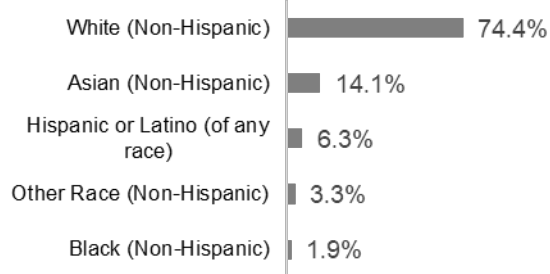
Manhattan Community Districts 1, 2, and 3

Race & Hispanic Origin

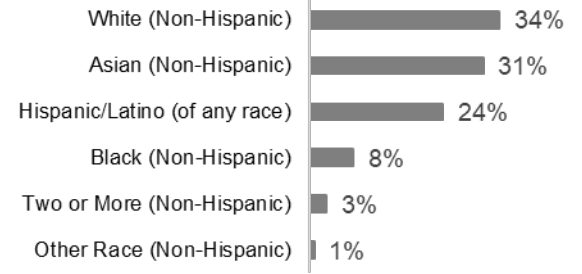
Community District 1



Community District 2



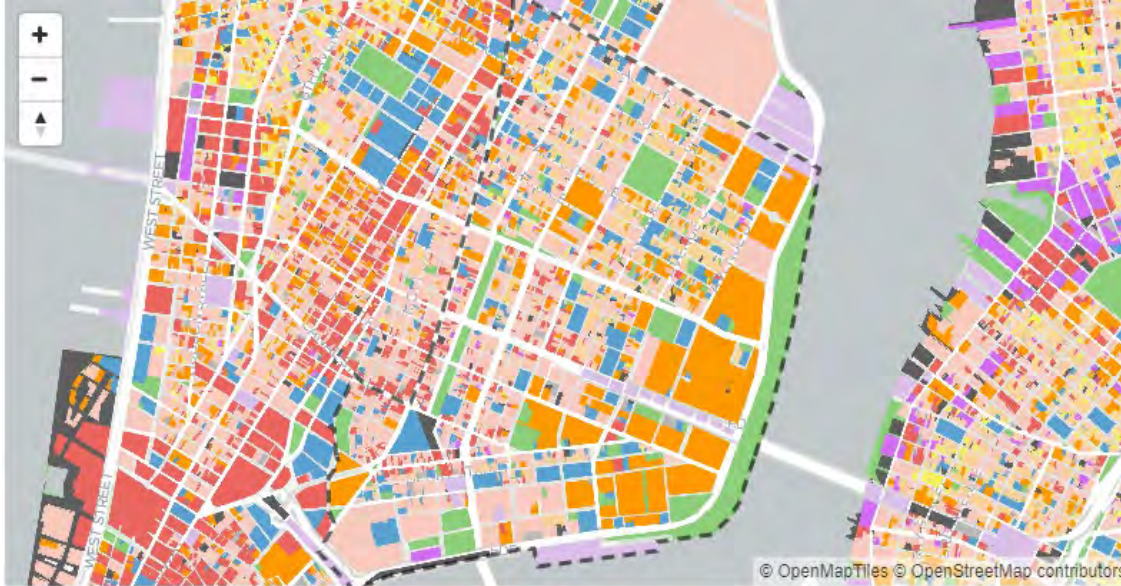
Community District 3



Quick Facts

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

Corridor Overview



Data Source: [Land Use for New York City Planning Community Profile for Manhattan Districts 1, 2 and 3](#)

Land Use

- In Manhattan Community District 3, Canal St and the surrounding area house many mixed use residential and commercial buildings, many public institutions and government buildings as well as some park space.
- In Manhattan Community District 2, Canal St also has mixed use residential and commercial spaces with a high concentration of commercial and office spaces.
- In Manhattan Community District 1, Canal St has a high concentration of public facilities, institutions, commercial and office space.

Notable Organizations

Chinatown BID & Chinatown Partnership

217 Park Row, 2nd Floor – Suite 9
New York, NY 10038

United Healthcare

161 Canal St
New York, NY 10013

Outreach Plan

Outreach Overview

Purpose

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

Outcomes

- Project Managers will be able to identify intersections that are traffic safety concerns to the community.
- Project Managers will be able to identify pedestrian needs and concerns.
- Project Managers will understand how pedestrians get around, including if they use mobility devices.

Process

- The Street Ambassadors facilitated a Merchant Survey with businesses along the corridor.
- Pop-up outreach stations were set-up at sites along the project corridor.
- Boards were set-up to show survey participants visuals of examples of safety improvements.
- Palm cards were distributed with the survey link available in English, Chinese and Spanish
- The Street Ambassadors coordinated with the Chinatown BID to further circulate the survey within the community.



An Ambassador conducts an Intercept Survey on Canal St and Baxter St.



Two ambassadors conduct separate Intercept Surveys on Canal St and Baxter St.

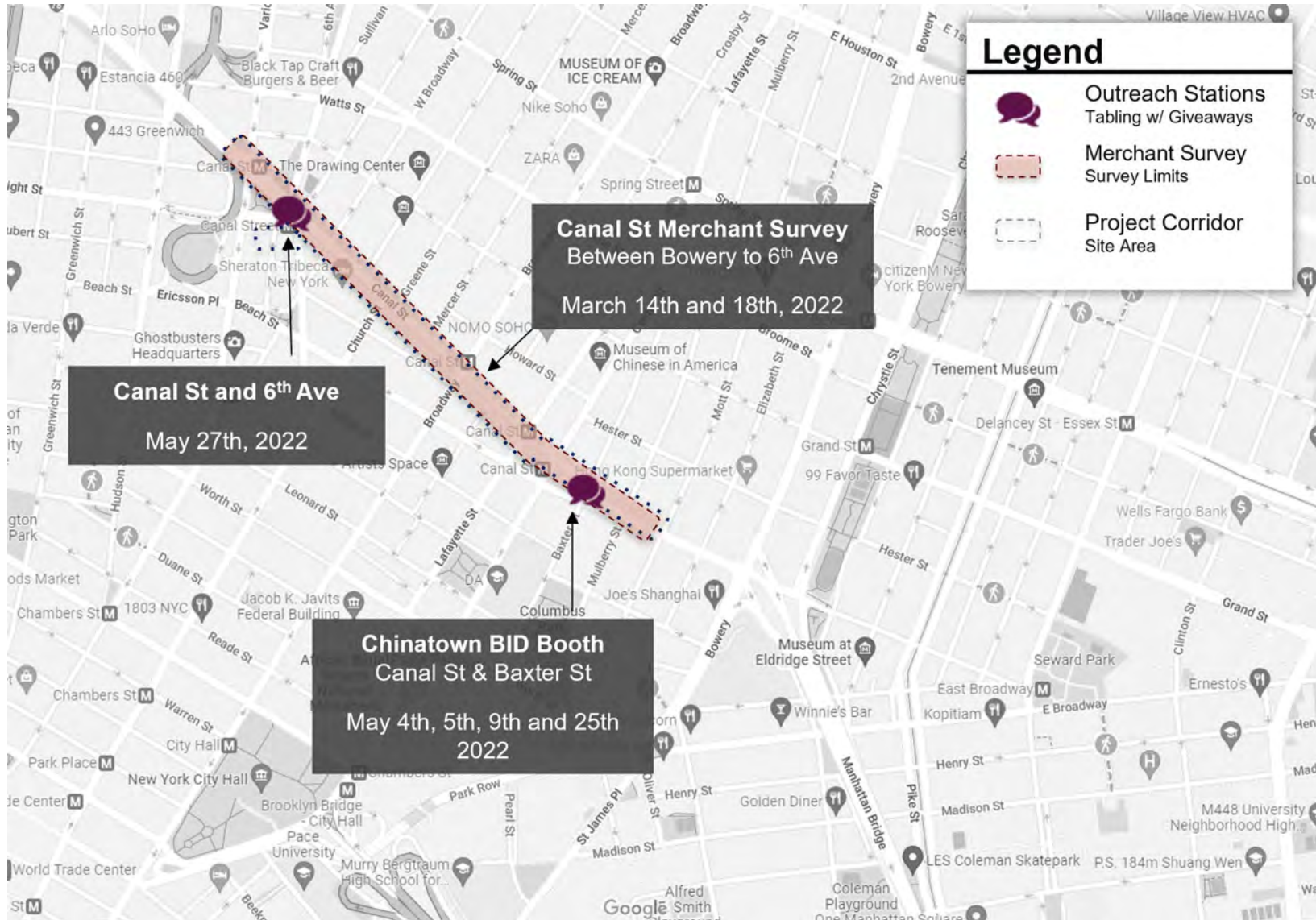
Print Advertisement

QR Code Palm Cards

- Palm Cards were used to further the survey reach within the community.
- The QR Code Palm Cards were translated into English, Spanish and Chinese to allow participants to take the survey at home or during their commute in their respective language.
- Palm Cards were ultimately used for those who didn't have time to take the survey later, many who took the survey with Street Ambassadors at the BID Booth took palm cards home to distribute to friends, family and neighbors. The Palm Cards also served as a visual cue to introduce the survey to older adults in Chinese with the assistance of in-person simultaneous interpretation.



Deployment Sites



Social Media Coverage

DOT's Social Media Strategy

- In coordination with DOT's Press Office, we distributed the survey along with some language to encourage viewers to participate.
- The survey was featured on both the agency's Twitter and Facebook accounts.

Facebook Impressions

DOT's Press Office posted on Facebook on an almost weekly basis. Listed impressions are the number of times content entered a person's screen.

Below are the total impressions for each posting.

- [Friday 7/8 at 4:15PM: 4,973](#)
- [Thursday 7/14 at 2:47PM: 2,836](#)
- [Friday 7/22 at 3:30PM: 1,586](#)
- [Monday 7/25 at 11:34AM: 2,406](#)
- [Thursday 8/4 at 3:09PM: 4,551](#)
- [Thursday 8/11 at 12:02PM: 2,072](#)
- [Thursday 8/18 at 12:40PM: 2,657](#)
- [Tuesday 8/30 at 1:06PM: 4,985](#)



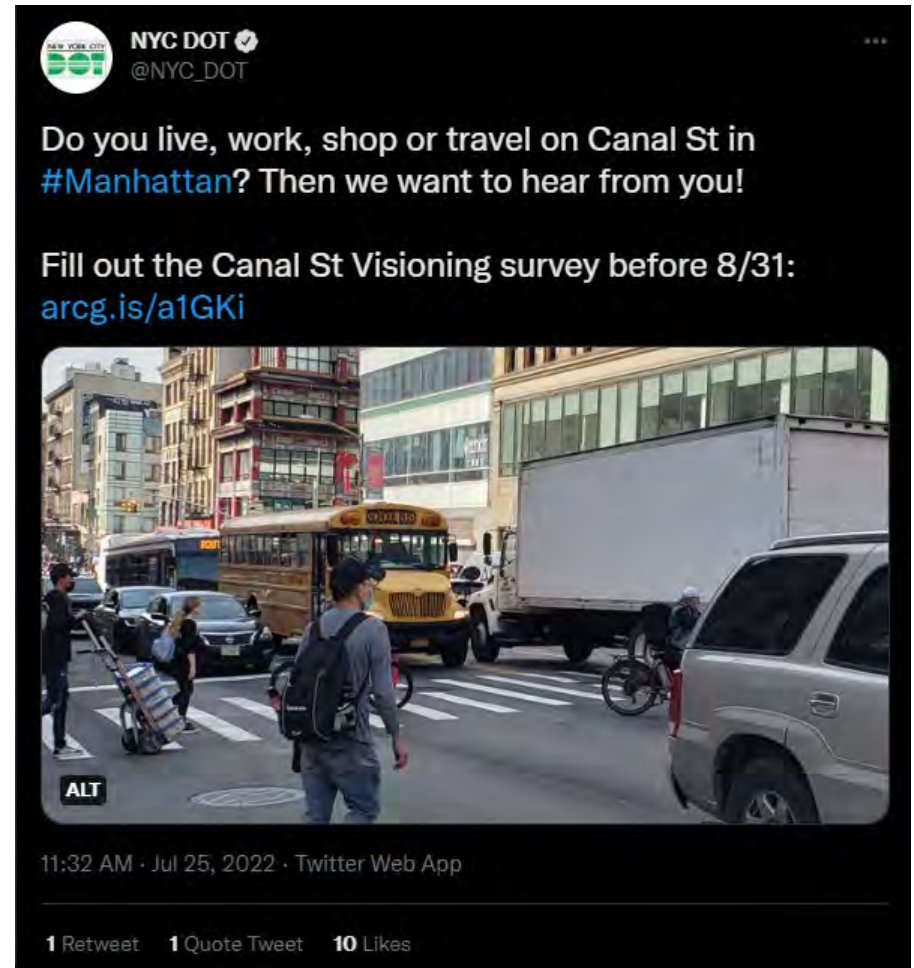
Social Media Coverage

Twitter impressions

DOT's Press Office posted on Twitter on an almost weekly basis. Listed impressions are the number of times content entered a person's screen.

Below are the total impressions for each posting.

- [Friday 7/8 at 4:15PM: 3,418](#)
- [Thursday 7/14 at 2:47PM: 11,014](#)
- [Friday 7/22 at 3:35PM: 1,907](#)
- [Monday 7/25 at 11:32AM: 1,733](#)
- [Thursday 8/4 at 3:09PM: 1,994](#)
- [Thursday 8/11 at 12:02PM: 2,572](#)
- [Thursday 8/18 at 12:40PM: 1,680](#)
- [Tuesday 8/30 at 1:07PM: 1,894](#)



NYC_DOT posted the Canal St Visioning Survey on their Twitter.

Influencer Media Coverage

Collaborating with the Chinatown BID

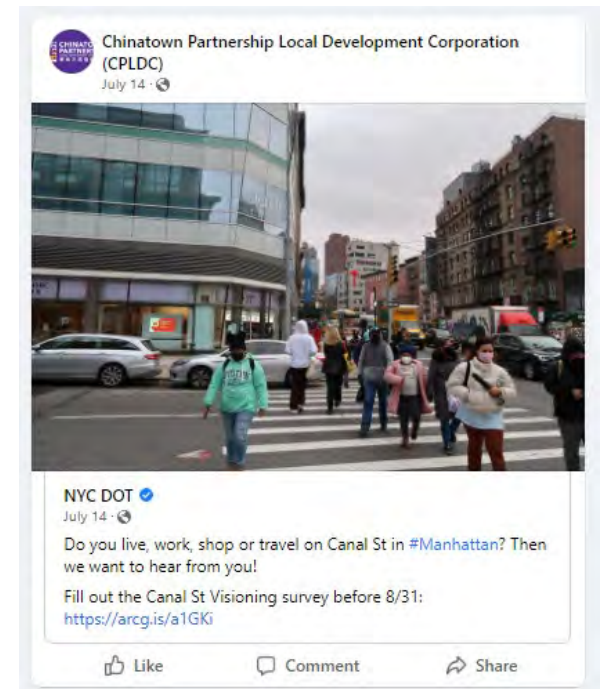
- We partnered with the Manhattan Chinatown BID to help circulate our survey with local businesses and organizations to widen the footprint of our digital outreach.

Contact Info

Chinatown Partnership/Chinatown B.I.D.

217 Park Row, Second Fl, Ste 9, New York, NY 10038

Source/Publication	Information
Instagram: @explorechinatown	General information and survey link
Twitter: @chinatownnyc	General information and survey link
Facebook: @CPLDC	General information and survey link
The World Journal	Wellington Z. Chen, the Executive Director of the Chinatown Bid, informed members of the Chinese-American Community that DOT is looking to make pedestrian safety improvements and to participate in the survey.



Findings

Overall Interactions



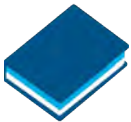
400+ On-Street Interactions



172 Tote Bags



200 QR Cards



100 Bike Smarts



100 Bike Maps



A Street Ambassador conducts outreach on Canal St and Baxter St.

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.

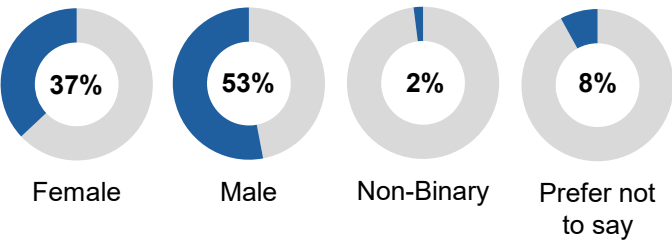
NYC DOT conducted its community survey on March 14th and 18th, and May 4th, 5th, 25th, and 27th.

- › **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?

Gender



Race/Ethnicity

Asian	(175)	36%
White	(144)	30%
Prefer not to say	(63)	13%
Other race, ethnicity, or origin	(33)	7%
Black	(29)	6%
Hispanic	(29)	6%
Middle Eastern	(7)	1%

Participant Age

18 - 24	(28)	6%
25 - 34	(121)	25%
35 - 44	(107)	22%
45 - 54	(73)	15%
55 - 64	(54)	11%
65 - 74	(46)	10%
75 or older	(21)	4%



A Street Ambassador conducts a survey with a senior citizen.



A Street Ambassador surveying a shopper on Canal St.

Source: Public survey of residents conducted on street on May 4th, 5th, 25th, and 27th, and through QR Codes.
Data notes: Displayed values rounded; 480 responses

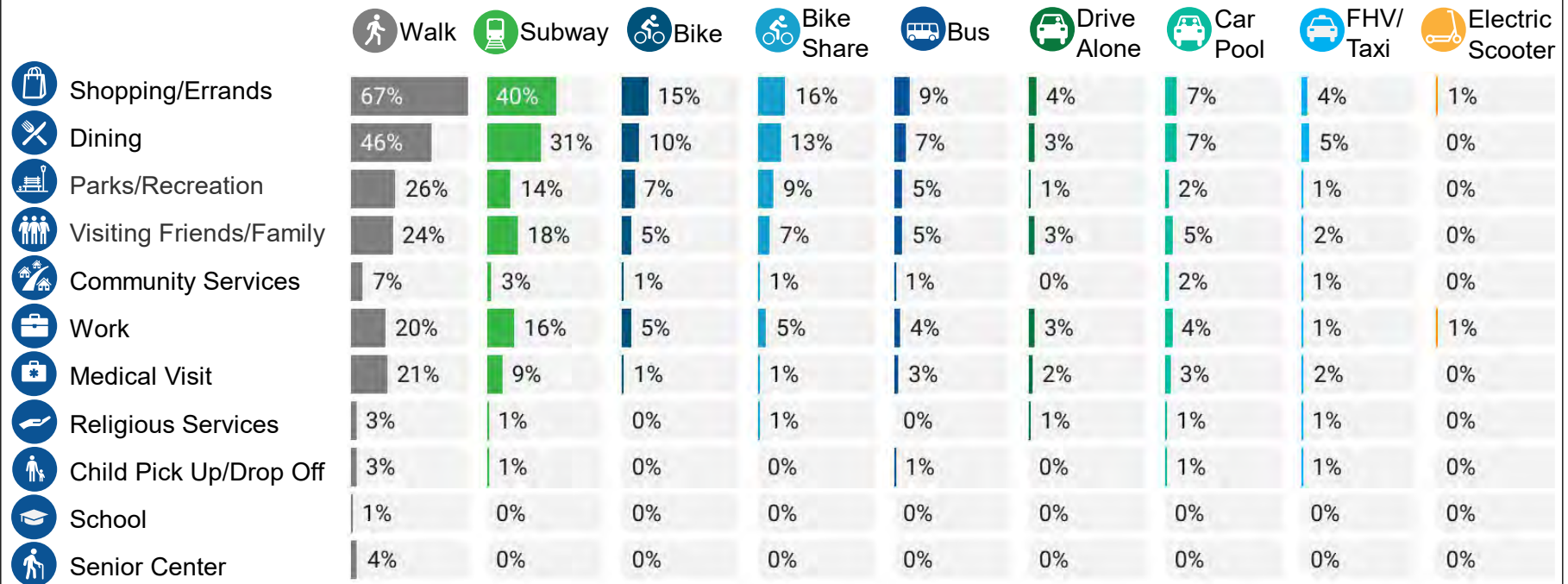
Baseline Data: Mode Choice & Trip Purpose During Survey Period

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.

Reported Trips by Mode of Transportation and Purpose: Canal St Corridor, Manhattan, New York

Which of these activities do you typically travel to Canal St for, and which modes of transportation do you use to access them?



Note: Based on responses from a combination of in-person surveys and/or QR self-facilitation methods.

Source: Summer 2022 NYCDOT Canal St Improvements Survey

Respondents could select multiple travel modes for each applicable activity; blank cells contain no data; n=480 (display values rounded)

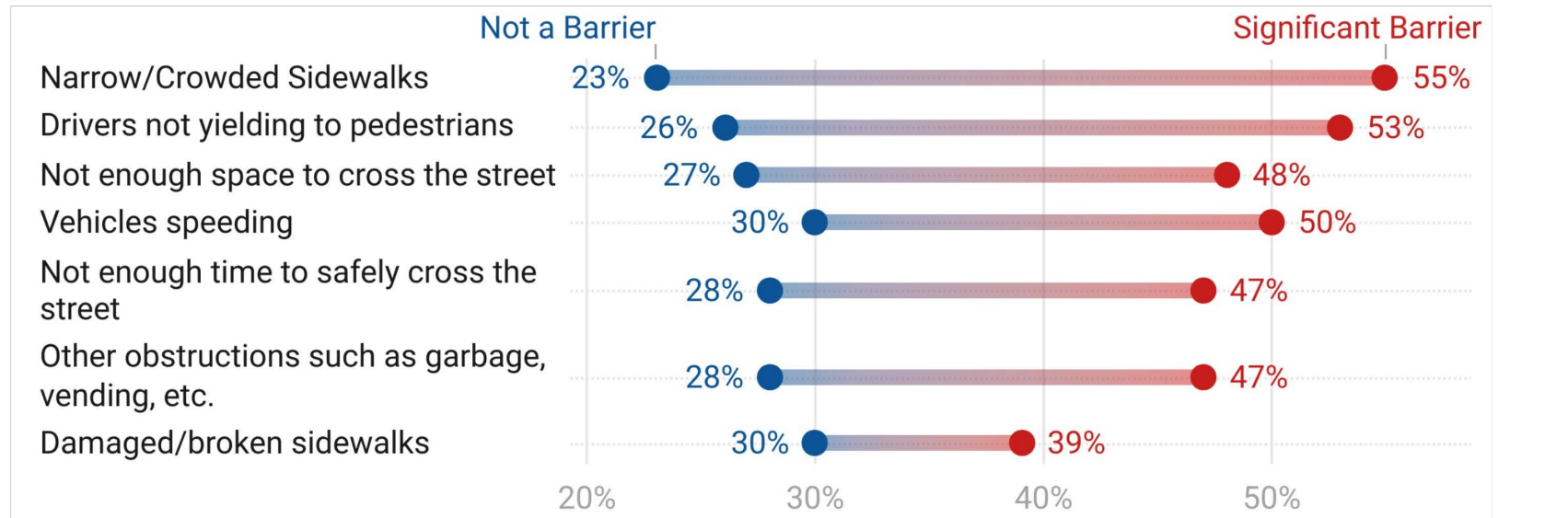
Baseline Data: Pedestrian Experience

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%)

*FIGURE 1. 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)



Note: Self facilitated survey data collected via QR codes; in person on-street surveying conducted by NYCDOT Street Ambassadors

Source: Summer 2022 NYCDOT Canal St Deep Dive Survey

*Barrier assessment based on a 5-step color scale, ranging from not a barrier (1) to absolute barrier (5); display values rounded

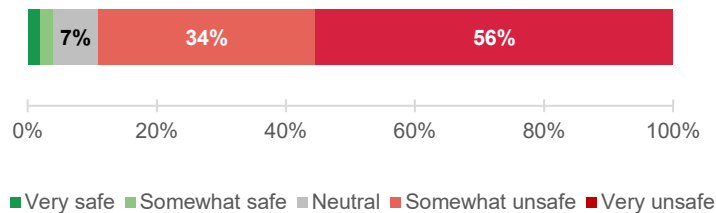
Baseline Data: Bike and Micro-mobility Safety on Canal St

Concerns about cycling/micro-mobility safety

- » An overwhelming number (90%) of cyclists and other micro-mobility users reported some level of feeling unsafe when cycling or using other micro-mobility modes, such as e-scooters, in this neighborhood.
- » When cyclists were asked to rate their levels of comfort cycling in various conditions, most agreed that protected bike facilities, including protected bike lanes and greenways/off-street paths, offer the most comfortable riding experience over non-protected lanes.

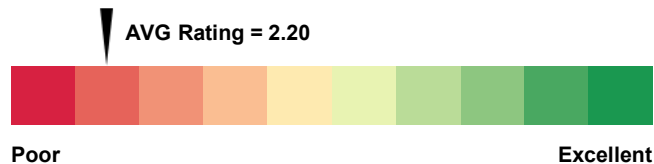
How safe do you feel from traffic cycling or riding other micro-mobility devices in this area? (n=61)

% of respondents reporting their feelings on safety when traveling on Canal St as a cyclist or using other micro-mobility devices.



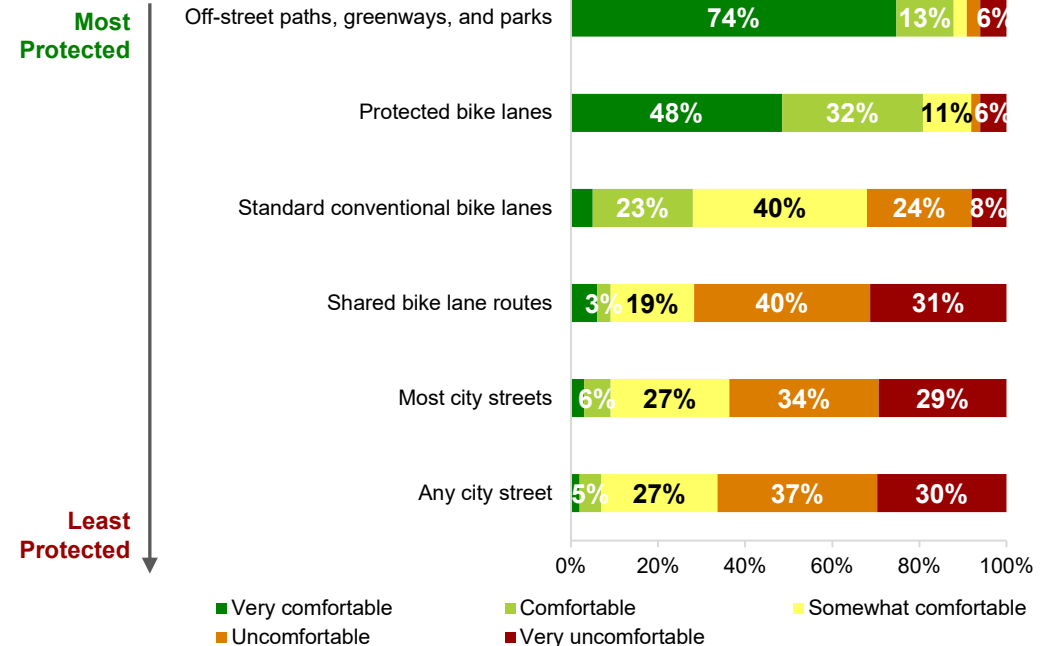
How would you rate the current bike and micro-mobility connections in this neighborhood? (n=61)

% of respondents reporting their sentiments on a scale 1 to 5 of the current bike and micro-mobility connections when traveling along Canal St as a pedestrian, a cyclist, or other micro-mobility user.



How would you rate your level of comfort when riding a bike or other micro-mobility devices in the following conditions? (n=63)

% of respondents reporting their comfort level when traveling on Canal Street as a cyclist or using other micro-mobility devices.

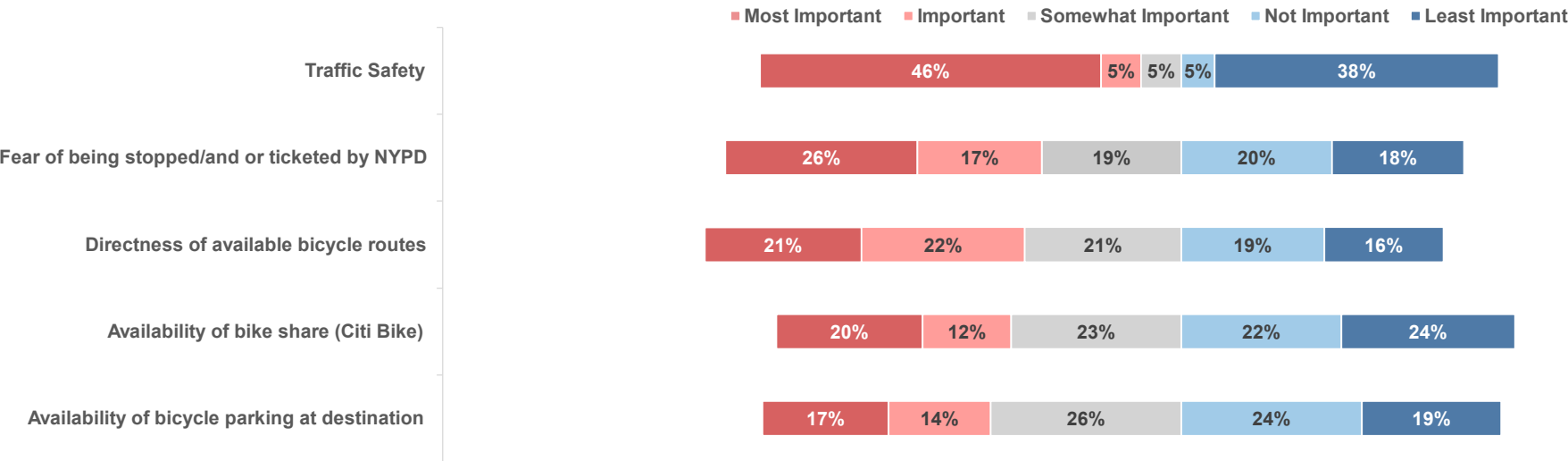


Baseline Data: Cycling Priorities

Emphasis on Cyclist Safety

- » On the topic of traffic safety, respondents were split on whether traffic safety was important or not important when cycling on Canal St, 51% to 43% respectively.
- » Following traffic safety, participants ranked directness of established bicycle routes and the likelihood of being stopped or ticketed by NYPD as important priorities when cycling safely on Canal St.
- » Almost half of all respondents said availability of bike share was least important when cycling, while approximately two-fifths of respondents ranked the availability of bike parking at the destination as least important when cycling.

How would you rank the following by order of importance when you are thinking about cycling on Canal St? (n=221)

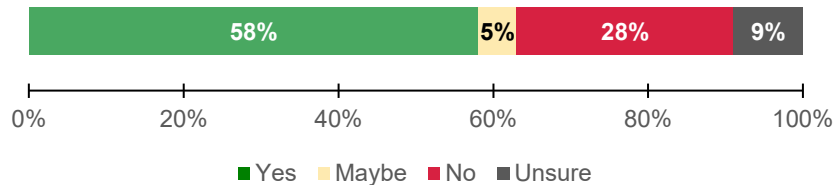


Baseline Data: Bike Network Expansion

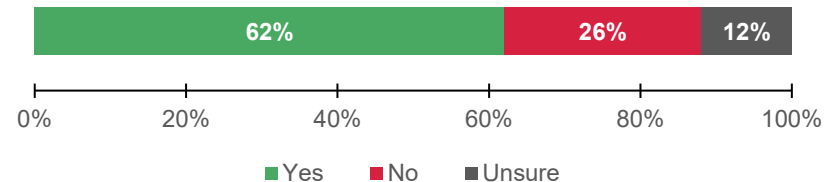
Support for bike network development on Canal St

- » 58% of surveyed respondents say they fully support expanding the current bicycle network in this neighborhood; another 5% support the idea of expansion with some concerns – 28% did not want to see any expansion at all.
- » 62% responded in favor of seeing existing shared or standard bike lanes upgraded to protected routes in the area.

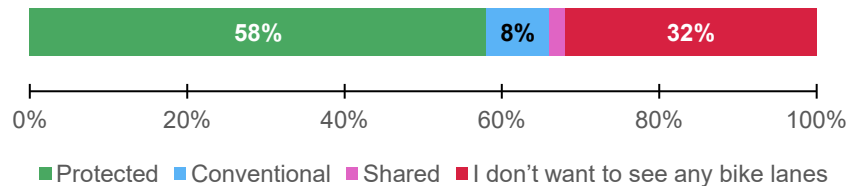
How do you feel about expanding the bike network in this area? (n=322)



Would you like to see existing shared or standard bike lanes upgraded to protected routes? (n=321)



What types of bike lanes would you feel most comfortable seeing in the neighborhood? (n=369)



Baseline Data: Attitudes Towards Bike Lane Trade-Offs

Difference of opinions on the best ways to create space for protected bicycle lanes in this area

- » While there was no clear preference for one solution, respondents agreed interventions on Canal St was necessary to create space for protected bike lanes.
- » About a third of responses preferred parking removal (30%) and reducing travel lanes (29%), while 17% were in favor of one-way conversions. Still, a quarter (25%) were unsure or had some concerns about choosing a particular trade-off.

What We Can Offer

Brownsville & East New York



Curb Extensions

Left Turn Bays + Road Diets

Median Tips

Bike Lanes

Potential Trade Offs Of Building Protected Bike Lanes

Remove One Lane of Parking
Example: Vernon Blvd, Queens, 2013

One-Way Conversion
Example: Loring Ave, Brooklyn, 2013

Reduce Travel Lanes
Example: 111th Street, Queens, 2017

Types of Bike Lanes

Conventional Bike Lane
Clarendon Road, BK

Shared Lane
Saratoga Ave, BK

Protected Bike Lane

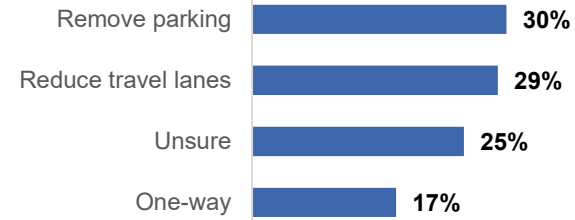
One-Way
Fountain Ave, BK

Two-Way
Flatbush Ave, BK

Respondents were shown a list of visual examples of real-world bicycle lane trade-offs to choose from. DOT staff were on-site to explain each potential bike lane design trade-off. Up to three different options were coded for each respondent

In a select-all-that apply question, respondents were given a list with examples of different bicycle lane designs and trade-offs that they can choose from when considering their answer choices.

What is the best way to make space for protected bike lanes? (n=543)



DOT Staff administering intercept surveys on Canal St.

Reported Long Standing Issue Areas

Location	Number of Issue Points Reported	Issues Reported/Captured
Canal St & Baxter St (Chinatown Info Booth)	23% (55)	Failure to yield (22); Speeding (10); Red light running (8); Conflicting turns (6); Dangerous left turn (3); Dangerous merge (2); Jaywalking (2); Speeding trucks (2)
Canal St & Bowery	15% (36)	Speeding (10); Failure to yield (8); Red light running (4); Conflicting turns (4); Dangerous merge (4); Speeding trucks (4); Dangerous left turn (2)
Canal St & Lafayette St	9% (21)	Failure to yield (11); Speeding (6); Speeding trucks (2); Dangerous left turn (1); Conflicting turns (1)
Canal St & 6th Ave/Laight St	7% (17)	Speeding (6); Red light running (4); Conflicting turns (2); Dangerous merge (2); Dangerous left turn (1); Failure to yield (1); Speeding trucks (1)
Canal St & Mott St	6% (15)	Failure to yield (4); Red light running (4); Dangerous left turn (2); Speeding trucks (2); Speeding (2); Conflicting turns (1)
Canal St & Broadway	5% (12)	Failure to yield (5); Red light running (3); Speeding (2); Dangerous left turn (1); Speeding trucks (1)
Canal St & Mulberry St	5% (11)	Failure to yield (5); Dangerous left turn (2); Red light running (1); Speeding (1); Conflicting turns (1)
Canal St & Centre St	4% (10)	Red light running (3); Conflicting turns (2); Speeding (2); Speeding trucks (1); Dangerous left turn (1); Failure to yield (1)
Canal St & Varick St	4% (10)	Failure to yield (3); Speeding (3); Dangerous left turn (1); Red light running (1); Speeding trucks (1); Dangerous left turn (1)

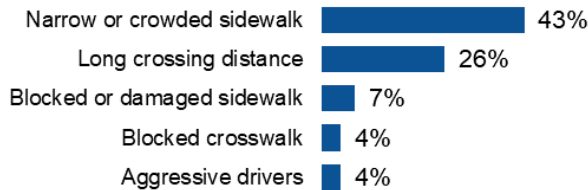
*Note: Self facilitated survey data collected via QR codes; in person on-street surveying conducted by NYCDOT Street Ambassadors
Source: Public survey of residents conducted on street on May 4th, 5th, 25th, and 27th, and through QR Code.
Issue areas outside of Canal St boundaries were not included on the list*

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.

Percentage of Reported Problem Intersections



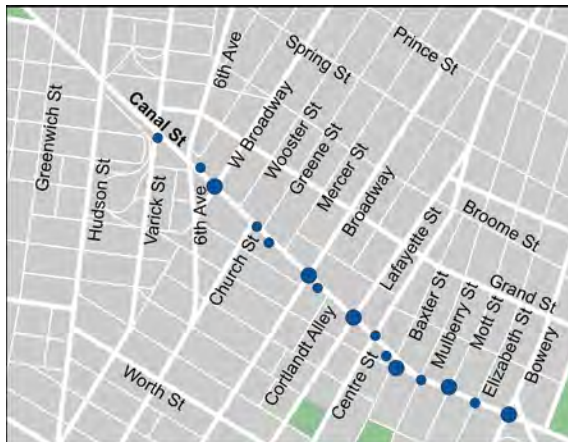
Narrow or crowded sidewalk



Long crossing distance



Blocked or damaged sidewalk



Blocked crosswalk



Aggressive drivers

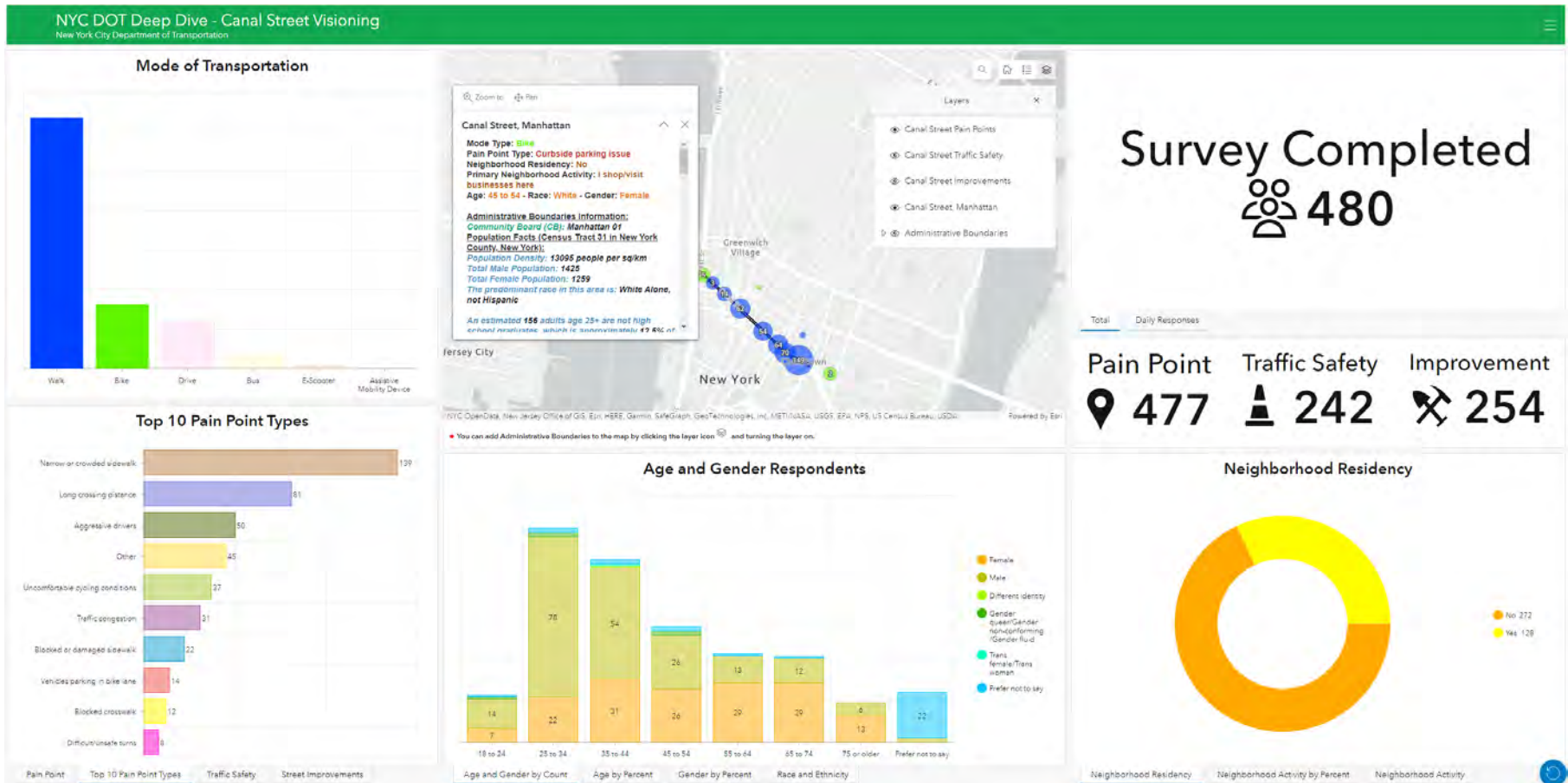


Note: Self facilitated survey data collected via QR codes; in person on-street surveying conducted by NYCDOT Street Ambassadors
 Source: Public survey of residents conducted on street on May 4th, 5th, 25th, and 27th, and through QR Code.
 Issues on map are self reported

Traffic Safety Issues, Pain Points, and Areas of Improvement

Dashboard

Canal St data was collected using a survey instrument through extensive on-street outreach at targeted locations and digital methods via social media and QR codes.



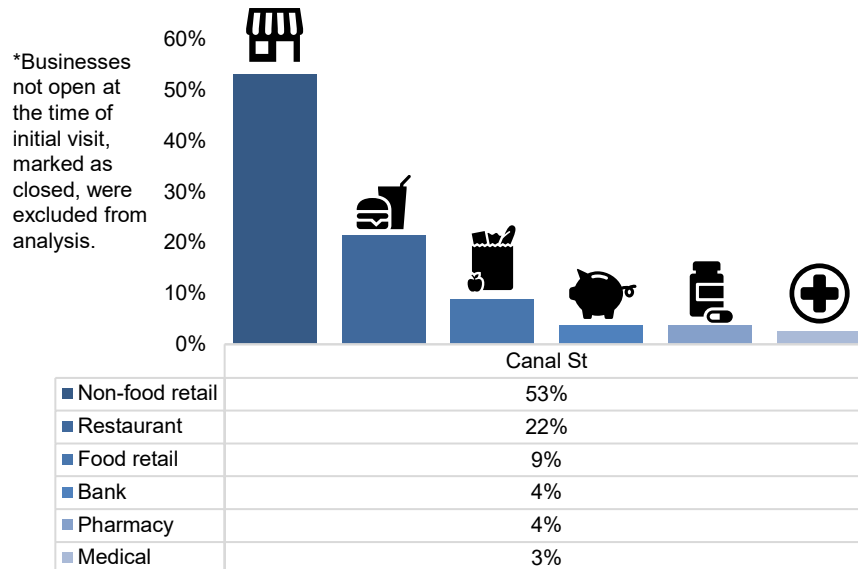
Merchant Survey Participation

By the Numbers

79%	Survey completion rate
79	Total businesses participating in survey
78%	Rate of businesses receiving deliveries
61	Total businesses receiving deliveries
109	Total businesses visited

Response rates vary block to block, depending on factors such as land use, merchant availability, and willingness to participate in our survey.

Retail & Storefront Mix*



Merchant Survey Participation – Block by Block

North Facing Businesses			
From / to Street	Participated	Surveyed	Visited
6th Ave to Laight St	No Data Available		
Laight St to W Broadway	71%	5	7
W Broadway to Wooster St	71%	5	7
Wooster St to Church St	50%	1	2
Church St to Greene St	No Data Available		
Greene St to Mercer St	100%	3	3
Mercer St to Broadway	67%	2	3
Broadway to Cortlandt Alley	0%	0	1
Cortlandt Alley to Lafayette St	67%	6	9
Lafayette St to Centre St	100%	1	1
Centre St to Baxter St	100%	2	2
Baxter St to Mulberry St	57%	4	7
Mulberry St to Mott St	80%	8	10
Mott St to Elizabeth St	71%	5	7
Elizabeth St to Bowery	100%	2	2

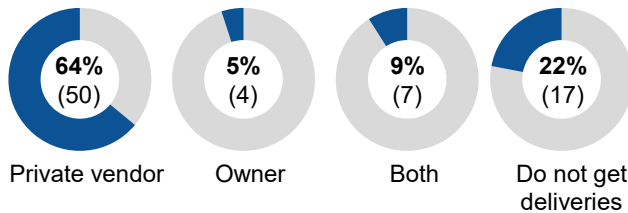
South Facing Businesses			
From / to Street	Participated	Surveyed	Visited
6th Ave to Laight St	No Data Available		
Laight St to W Broadway	67%	2	3
W Broadway to Wooster St	80%	4	5
Wooster St to Church St	100%	1	1
Church St to Greene St	100%	1	1
Greene St to Mercer St	25%	1	4
Mercer St to Broadway	50%	1	2
Broadway to Cortlandt Alley	100%	1	1
Cortlandt Alley to Lafayette St	83%	5	6
Lafayette St to Centre St	100%	4	4
Centre St to Baxter St	100%	4	4
Baxter St to Mulberry St	80%	4	5
Mulberry St to Mott St	75%	3	4
Mott St to Elizabeth St	60%	3	5
Elizabeth St to Bowery	33%	1	3



Delivery Operations – Incoming Deliveries

Who delivers your business' product?

- Most businesses on Canal St receive their incoming deliveries from private vendors; the overwhelming majority of businesses receiving deliveries do not have control over when they arrive.
- Most businesses expect deliveries between 9 AM to 1 PM on weekdays.



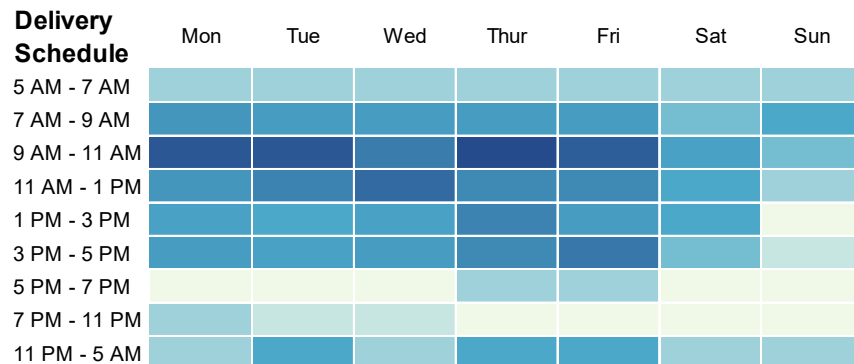
Does your business have any control over when deliveries arrive?

90% (54)

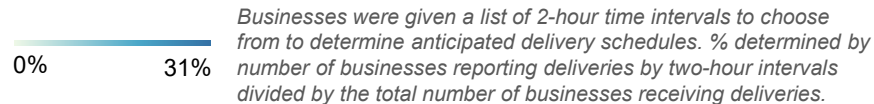
Of businesses do not have control over when deliveries arrive.

Anticipated delivery schedule, according to businesses

Canal St (6th Ave to Bowery)



% of expected deliveries by businesses



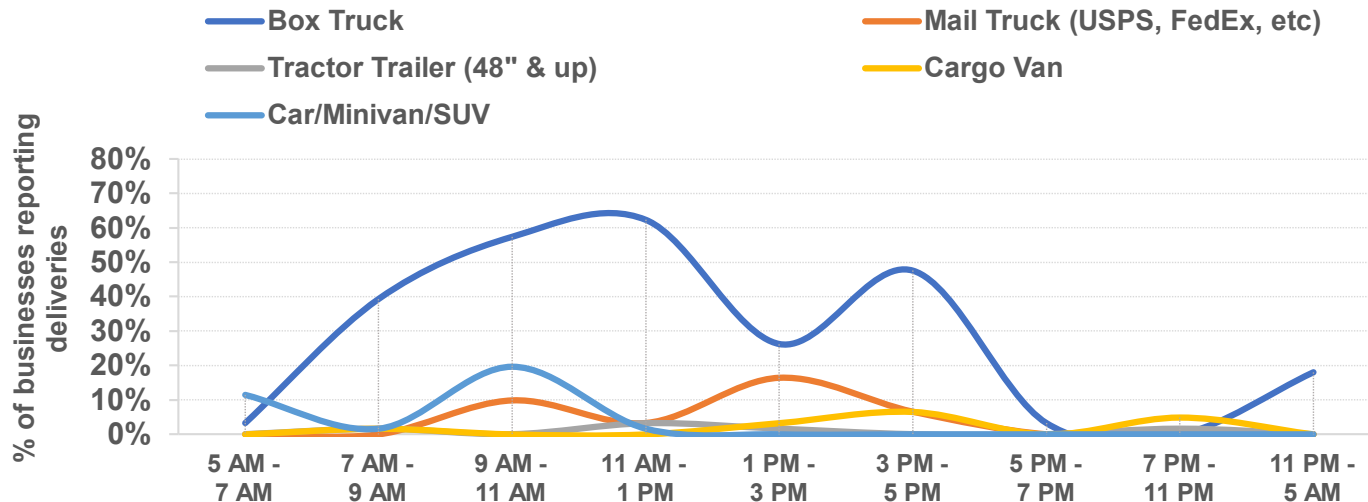
Canal St – Vehicle Size & Anticipated Delivery Schedule

What's the largest vehicle size you expect per delivery, and when do you anticipate they will arrive?

- Most businesses along Canal St say they typically expect incoming deliveries to arrive at all times during the day, with peaks occurring between 7 AM and 5 PM throughout the course of a typical day.
- Businesses report they expect all types of deliveries, but the most common form of deliveries are box trucks making deliveries throughout the entire day.



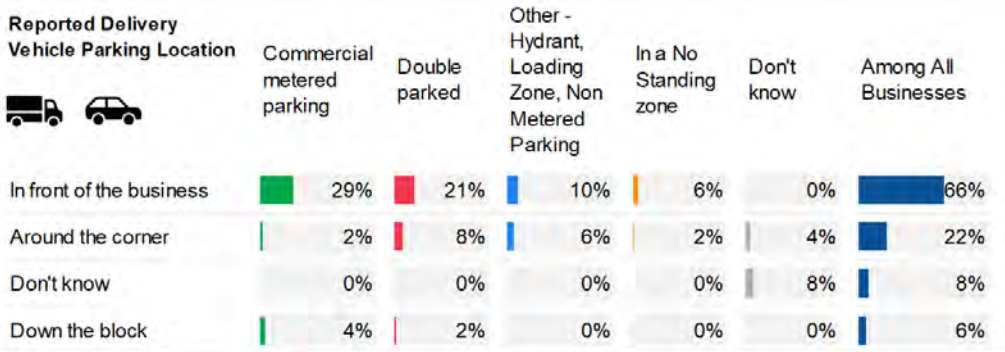
Anticipated delivery windows, vehicles delivering by hour Canal St (6th Ave to Bowery)



Delivery Operations – Delivery Vehicle Parking

How do businesses receive deliveries?

- The majority of businesses reported receiving their incoming deliveries directly in front of their business, across the street, or somewhere along the same block; 21% of businesses surveyed say these vehicles are also typically doubled parked in front of their business.
- There is a greater concentration of double-parked delivery vehicles between Cortlandt Alley and Mott St; this may be attributed to more businesses expecting deliveries between these blocks.

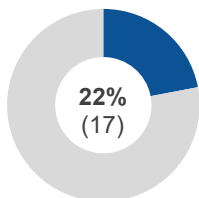


Delivery Operations – Outgoing Deliveries

How do businesses make deliveries to customers?

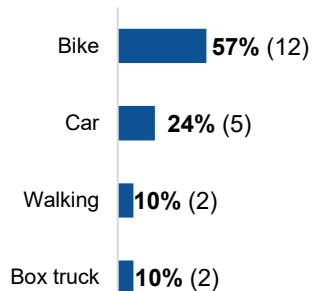
- Nearly a quarter (20%) of businesses on Canal St make outgoing deliveries. These outgoing deliveries vary significantly business to business, as most businesses making deliveries are in the food retail industry.
- Most outgoing deliveries along Canal St are typically completed by bicycles.
- Over half of businesses (56%) state their affiliated delivery vehicles (bikes) are typically parked and idled in front of their storefront for outgoing deliveries.

Make outgoing deliveries



■ Yes ■ No

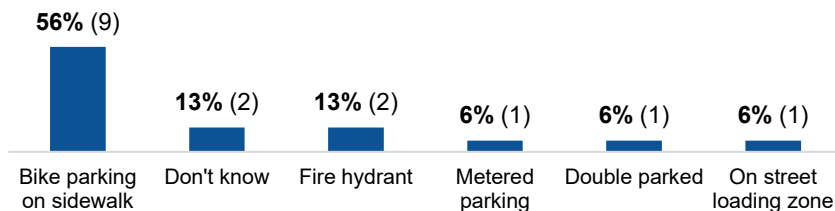
Vehicle used to make outgoing deliveries



Delivered by

- 19% (3)**
Made by business (via Grub Hub, Seamless, in-house)
- 38% (6)**
Made by third-party delivery company (Uber Eats, Postmates, etc.)
- 44% (7)**
Both third-party and business

Where do delivery vehicles, associated with the businesses, park?



**Note: Daily separate outgoing deliveries typically involve multiple modes used by couriers such as E-bikes and personal vehicles*

Reported Double Parking Observations on Canal St

How often are vehicles, not related to the business, double parked outside the business?

- Over a quarter (27%) of businesses report seeing cars unrelated to their business double parked in front of their store front consistently every day.
- Businesses mentioned double parking was consistently observed on the north curb between Mulberry St and Mott St, and on South curb of Canal St between Centre St and Mulberry St.

