



Prospect Park – East Drive Redesign

Ambassador Outreach Summary Update

Prepared by: Public Engagement Group

Supporting: Public Realm

Summer 2023, Spring & Fall 2024

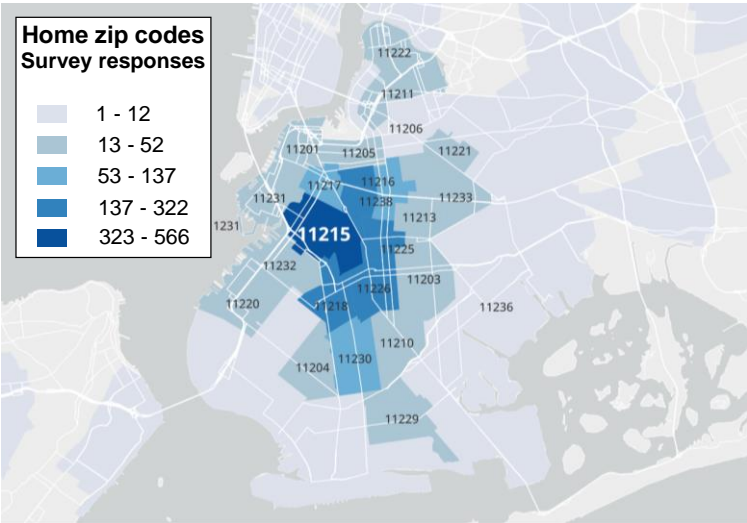


Outreach Findings

Intercept Survey Participation

By the Numbers

- Over the course of a one-year summary, **2,787 surveys were completed** as part of the pilot project. Outreach efforts were conducted in three seasonal phases (**Summer 2023, Spring 2024, and Fall 2024**) to gather comprehensive user experience feedback. Participants accessed the survey through QR flyers posted along Prospect Park Drive, NYC DOT’s social media campaign, or in person with assistance from on-site DOT staff.
- Survey responses were collected from across New York City, but the **majority (65%)** reported from **nearby zip codes**, particularly those surrounding Prospect Park. The highest concentration of responses came from neighborhoods in Park Slope and South Slope, which had the largest number of responses in the survey.

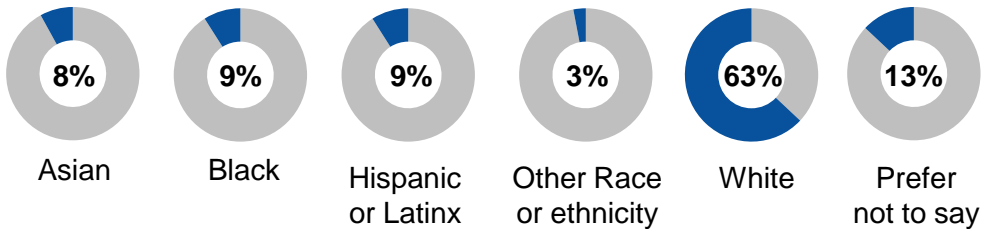


Public Survey Profile

Gender & Age (Select all that apply)

	< 18	18-24	25-34	35-44	45-54	55-64	65+	Prefer not to say	Total
Male	<1%	2%	14%	14%	9%	7%	6%	<1%	52%
Female	<1%	1%	9%	9%	7%	6%	3%	<1%	36%
Transgender	0%	<1%	0%	0%	<1%	<1%	0%	<1%	<1%
Gender non-conforming	<1%	<1%	1%	<1%	<1%	<1%	<1%	<1%	4%
Prefer not to say	<1%	<1%	1%	1%	<1%	<1%	<1%	4%	8%
Total Response	(32)	(116)	(722)	(706)	(475)	(365)	(260)	(140)	(2816)

Race & Ethnicity (Select all that apply)



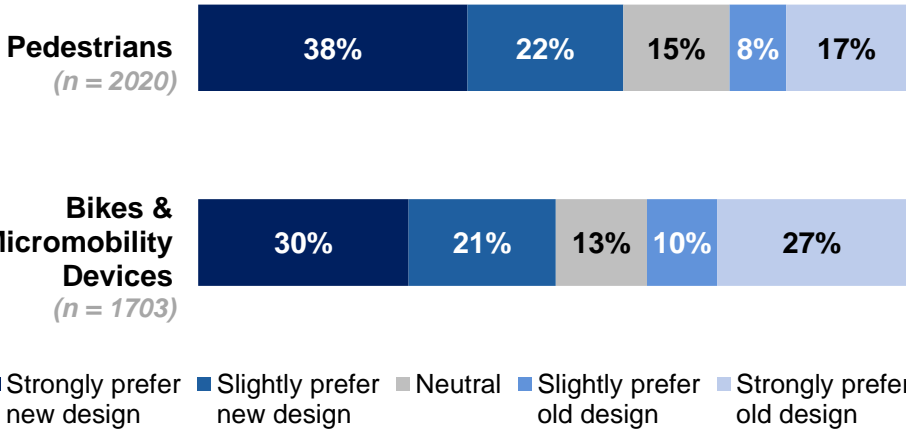
Top Responding Zip Codes and Neighborhoods

11215 – Park Slope, South Slope	(566)	20%	
11218 – Kensington, Windsor Terrace	(322)	12%	
11238 – Prospect Heights	(285)	10%	
11225 – Prospect Lefferts Gardens	(253)	9%	
11226 – Flatbush	(247)	9%	
11217 – Boerum Hill	(137)	5%	

Prospect Park Pilot Design Feedback

The West Drive still features the old lane marking configuration of the drive, which has the pedestrian space on the inside part of the loop, a lane for casual biking and fast bikes and a lane for authorized vehicles. Which design, if either, do you prefer?

Percentages represent the preferences of respondents based on their primary modal use (pedestrians and users of bikes or micromobility devices) regarding the lane designs in Prospect Park. Results reflect the proportion of individuals who selected each level of preference, ranging from 'strongly prefer new design' to 'strongly prefer old design.' Individual comments illustrate qualitative feedback."



“There are so few places that pedestrians can be free of vehicles in NYC, so anything that carves out additional dedicated space for pedestrians is welcome and appreciated.”
– Female Pedestrian, 45-54



Positive Feedback (Old Design)

- Easier to understand, more intuitive and familiar.
- More space for cyclists.
- Easier for cyclists to keep track of pedestrians.



Positive Feedback (Pilot Design)

- Easier to cross the street
- More walking space for pedestrians
- Delineation helps cyclists safely move in both directions of the route.

Negative Feedback

- Poor delineation between cyclists and pedestrians.
- Separate lane for vehicles
- Pedestrians crossing into bike traffic to cross the road

Negative Feedback

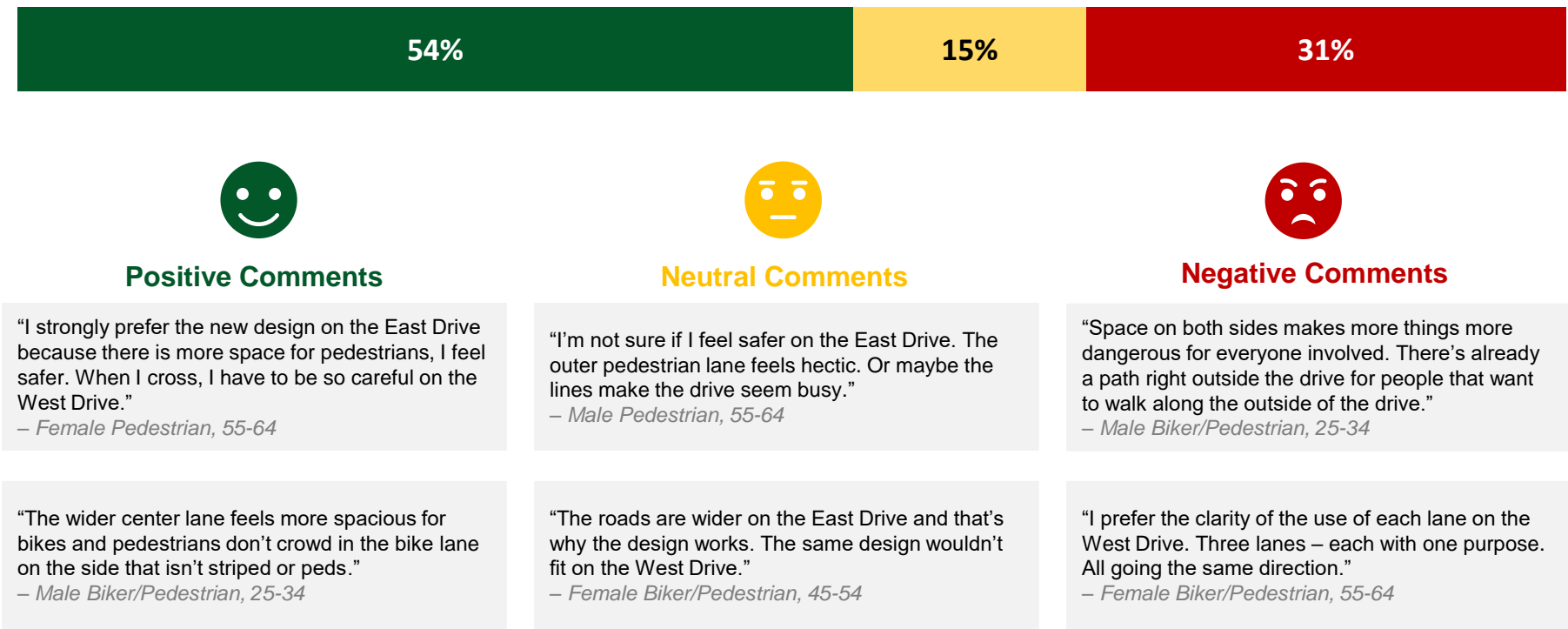
- Confusing signage
- Cyclists share the lane with cars
- Lack of enforcement

Data collected via in person on-street surveys with Ambassadors in **Summer 2023, Spring 2024, and Fall 2024**, through self-facilitated QR flyer links, and online via a NYC DOT social media push. Data notes: Displayed values rounded; feedback based on analysis of 663 additional open-ended responses on design preferences; data points less than 1% are excluded.

Public Feedback – Overall Opinion

We asked the public to share their overall thoughts and feedback about new design changes

Overall Impressions of New Prospect Park Design



Methodology

Materials: QR Flyers

Purpose

- To provide park users with a chance to participate in the survey without the assistance of an Ambassador.
- QR Code flyers were posted throughout Prospect Park along the Drives. The surveys were active from:
 - June 2023 to August 2023
 - May 2024 to July 2024
 - October 2024 to November 2024



QR Code Flyers for the East Drive Redesign in English and Spanish.

Pedestrian Intercept Deployment Sites



Where We Went

Ambassadors set up at multiple points along the East and West Drives in Prospect Park.

- 1. West Drive – Grand Army Plaza**
 - 06/24/23, 05/04/24, 05/11/24
- 2. West Drive – Near Entrance to Picnic House**
 - 05/31/24, 10/21/24, 11/01/24
- 3. West Drive – In from 9th Street**
 - 06/28/23, 05/08/24, 10/21/24, 10/30/24
- 4. West Drive – Bartel-Pritchard Square**
 - 05/08/24, 10/30/24
- 5. West Drive – Well House Drive**
 - 06/21/23, 05/01/24, 10/17/24, 10/24/24, 10/28/24
- 6. West Drive – Machete Circle**
 - 06/23/2023, 10/24/24, 10/28/24
- 7. East Drive – Parkside Ave Entrance**
 - 06/26/23, 05/03/24, 10/25/24
- 8. East Drive – Harry's Wall**
 - 05/03/24, 10/25/24
- 9. East Drive – In From Lincoln Road**
 - 06/30/23, 05/29/24, 10/18/24, 10/25/24
- 10. East Drive – Near Entrance to Boathouse/South of Center Drive**
 - 06/30/23, 05/29/24, 10/18/24
- 11. East Drive – Additional Setup along Drive**
 - 05/31/24, 11/01/24
- 12. East Drive – Near Grand Army Plaza**
 - 05/11/24