Prospect Park – East Drive Redesign
Street Ambassador Outreach Summary

Prepared by: Public Engagement Group
Supporting: Public Realm
Summer 2023
Outreach Findings
### Intercept Survey Participation

#### By the Numbers

- A total of 1108 surveys were completed for this pilot project. Participants could access the survey through QR flyers posted along Prospect Park Drive, digitally through NYC DOT’s social media campaign, or in-person with the assistance of DOT staff on-street.

- Nearly two-thirds (63%) of survey responses came from nearby (local) Brooklyn zip codes – with significant neighborhood representation from Park Slope and South Slope.

#### Public Survey Profile

**Gender & Age** *(Select all that apply)*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>Transgender</th>
<th>Gender Non-conforming</th>
<th>Prefer not to say</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 18</td>
<td>11</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>18-24</td>
<td>42</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>25-34</td>
<td>292</td>
<td>14%</td>
<td>14%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>35-44</td>
<td>281</td>
<td>9%</td>
<td>9%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>45-54</td>
<td>192</td>
<td>6%</td>
<td>6%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>55-64</td>
<td>155</td>
<td>3%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>65+</td>
<td>100</td>
<td>8%</td>
<td>8%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>1118</td>
<td>55%</td>
<td>35%</td>
<td>2%</td>
<td>2%</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Race & Ethnicity** *(Select all that apply)*

- Asian: 8%
- Black: 7%
- Hispanic or Latinx: 8%
- Other Race or ethnicity: 5%
- White: 64%
- Prefer not to say: 14%

#### Top Responding Zip Codes and Neighborhoods

- 11215 – Park Slope, South Slope: 22%
- 11238 – Prospect Heights: 10%
- 11218 – Kensington, Windsor Terrace: 10%
- 11225 – Prospect Lefferts Gardens: 8%
- 11226 – Flatbush: 7%
- 11217 – Downtown, Boerum Hill: 6%
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?

% of respondents split by age group and lane designs in Prospect Park.

<table>
<thead>
<tr>
<th>Pedestrians</th>
<th>12%</th>
<th>3%</th>
<th>8%</th>
<th>10%</th>
<th>17%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike &amp; Micromobility Devices</td>
<td>21%</td>
<td>4%</td>
<td>5%</td>
<td>9%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Positive Feedback (Old Design)
- Easier for cyclists to keep track of pedestrians.
- Less confusing, more intuitive, more familiar.
- More space for cyclists.

Negative Feedback
- No physical buffers
- Separate lane for vehicles
- Pedestrians crossing into bike traffic to cross the road

Positive Feedback (Pilot Design)
- More space for pedestrians.
- Easier to cross
- Delineation helps cyclists safely move in both directions of the route.
- Cyclists are more mindful of pedestrians.

Negative Feedback
- No buffers
- Cyclists share the lane with cars
- No enforcement

“\text{It is safer for everyone. It is clear where pedestrians go, and where fast and slow cyclists should go and leave enough room for everyone.}”
– Male, 55-64

“\text{It encourages pedestrians to walk across the bike path. It would be better to have the walking path only on the outside so pedestrians don’t have to pass bikes at all to walk the park}”
– Female, 25-34

Data collected via in person on-street surveys with Ambassadors, 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

53%  
30%  
16%

Common positive comments

- “[New design] is safer for everyone. It is clear where pedestrians go and where cyclists go.” (140+ mentions)
- “Removing dedicated car lane is a great change, more room for pedestrians.” (75+ mentions)
- “Easier to use the space, better accessibility for people.” (20+ mentions)

Common neutral comments

- “It needs to be kept simple, less confusion…”
- “Pedestrians deserve more space, but space allocation should be equalized.”
- “New design has a lot of problems, but the old design wasn’t perfect either.”

Common negative comments

- “Having pedestrians on both sides of a bike lane creates dangerous conditions, they often stray into the bike lane…” (50+ mentions)
- “New design is confusing, will cause conflicts between pedestrians, cyclists, and vehicles.” (20+ mentions)

Source: Data collected via in person on-street surveys with Ambassadors, through self-facilitated QR flyer links, and online via a NYC DOT social media push. Data notes: Feedback based on a sentimental analysis of 611 additional open-ended responses; sentiment values were scored and assigned to measure satisfaction; comments scoring near -1 were assigned negative, near 0 neutral, and near 1 positive.
Methodology
Community Background*

Race & Hispanic Origin

- White (Non-Hispanic): 36%
- Black (Non-Hispanic): 32%
- Hispanic (of any race): 18%
- Asian (Non-Hispanic): 10%
- Other Race (Non-Hispanic): 3%

Quick Facts

- 34.2% Foreign Born
- 11.9% Age 65 & Older
- 18.1% Have Limited English Proficiency
- 42.4% Are Rent Burdened (spend 35% or more of their income on rent)
- 21.9% Under 18
- 41.6 min Mean Commute Time
- 69.2% Access to Parks
- 45.3% Educational Attainment

Data Source: NYC Planning Community Profiles

*Average of figures listed in NYC Planning Community Profiles for Community Boards 6, 7, 8, 9, and 14.
Materials: QR Flyers

**Purpose**

- To provide park goers a chance to participate in the survey without the assistance of a Street Ambassador

- Surveys supported through QR Code links were live from mid-June until mid-August 2023
Deployment Sites

Where We Went

Ambassadors set up at multiple points along the East and West Drives in Prospect Park. Locations below are the closest entrance.

- Wednesday, June 21, 2023
  - Vanderbilt St Entrance
  - Park Circle Entrance

- Saturday, June 24, 2023
  - Grand Army Plaza Entrance

- Monday, June 26, 2023
  - Parkside & Ocean Ave Entrance

- Wednesday, June 28, 2023
  - 9th St Entrance

- Friday, June 30, 2023
  - Children’s Corner – Willink Plaza Entrance
  - Lincoln Rd Entrance