



Prospect Park – East Drive Redesign

Street Ambassador Outreach Summary

Prepared by: Public Engagement Group

Supporting: Public Realm

Summer 2023

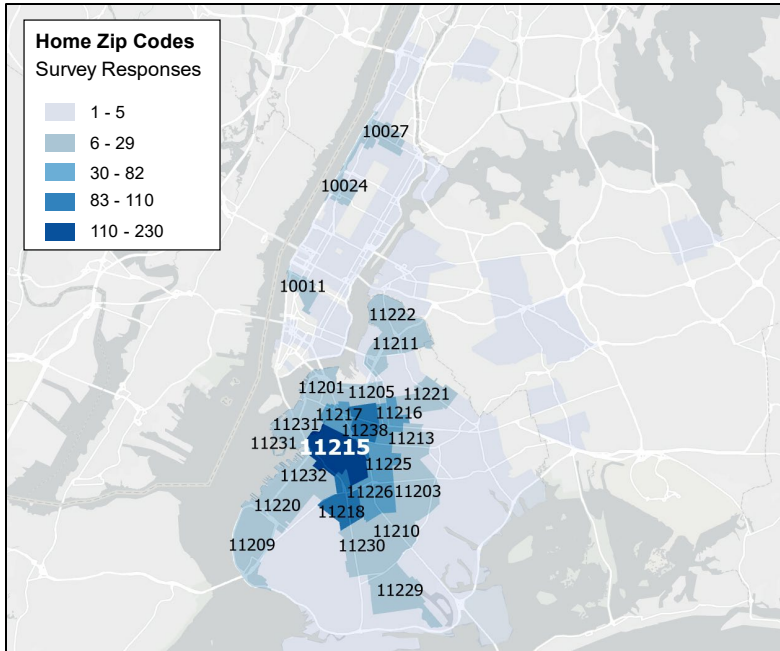


Outreach Findings

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.

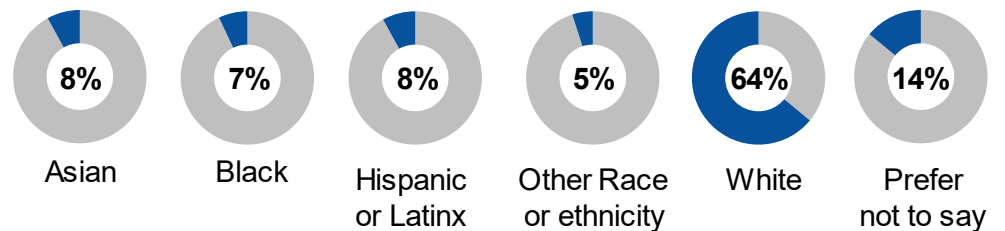


Public Survey Profile

Gender & Age *(Select all that apply)*

	< 18	18-24	25-34	35-44	45-54	55-64	65+	Prefer not to say	Total
Male	<1%	2%	14%	14%	9%	8%	6%	<1%	55%
Female	<1%	<1%	9%	9%	7%	6%	3%	<1%	35%
Transgender	0%	<1%	0%	0%	<1%	<1%	0%	0%	<1%
Gender non-conforming	0%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	2%
Prefer not to say	<1%	0%	2%	2%	<1%	<1%	<1%	3%	8%
Total Response	(11)	(42)	(292)	(281)	(192)	(155)	(100)	(45)	(1118)

Race & Ethnicity *(Select all that apply)*



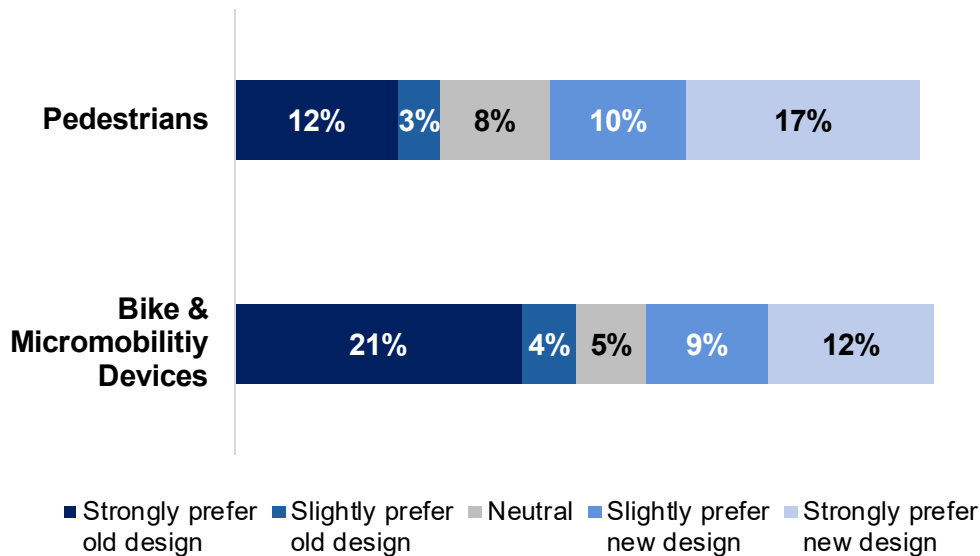
Top Responding Zip Codes and Neighborhoods

11215 – Park Slope, South Slope	(239)	22%	
11238 – Prospect Heights	(115)	10%	
11218 – Kensington, Windsor Terrace	(112)	10%	
11225 – Prospect Lefferts Gardens	(85)	8%	
11226 – Flatbush	(75)	7%	
11217 – Downtown, Boerum Hill	(62)	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.

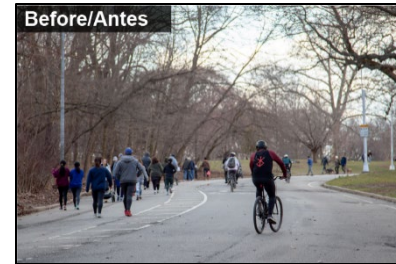


"It is safer for everyone. It is clear where pedestrians go, and where fast and slow cyclists should go and leave enough room for everyone."

– Male, 55-64

"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



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

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



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.”



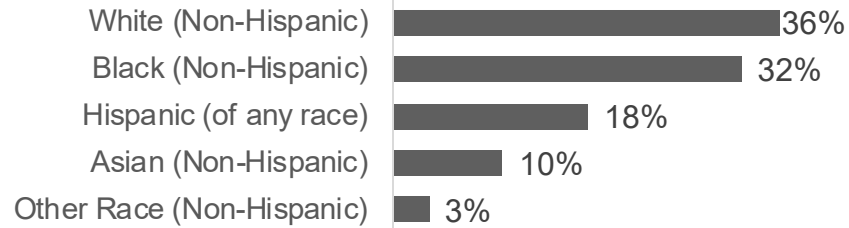
Common negative comments

- “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)

Methodology

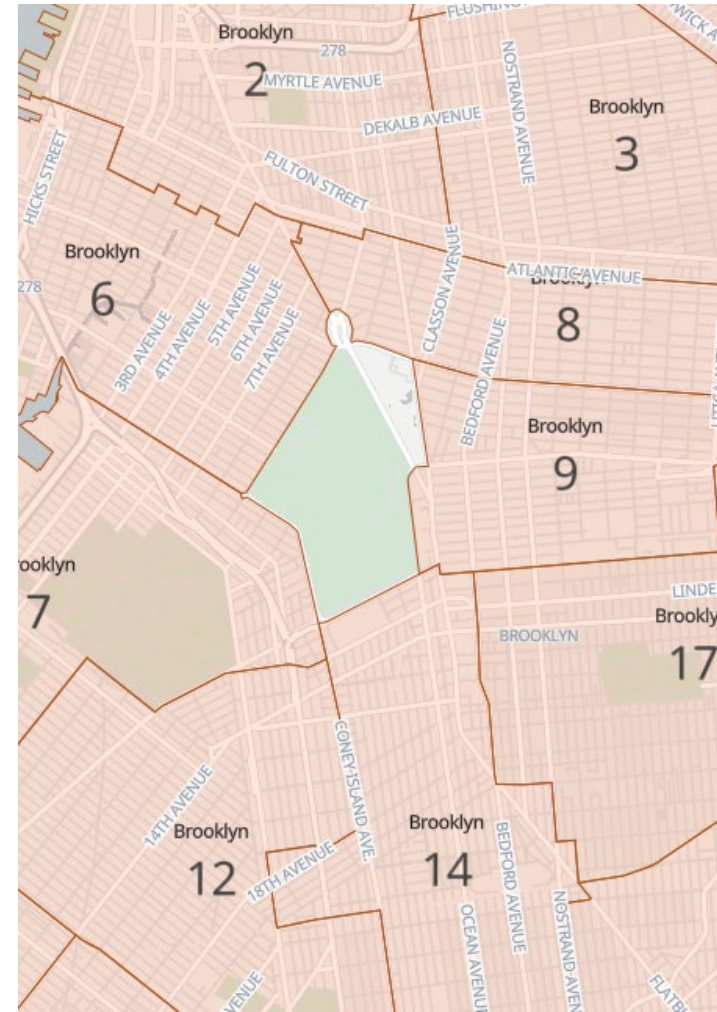
Community Background*

Race & Hispanic Origin



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



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

Tell us what you think of the **East Drive Redesign!**

Have you strolled, biked, or jogged along the Prospect Park Drives lately? If so, we want to hear from you!

The NYC Department of Transportation is collecting feedback on a pilot redesign of the East Drive. Please take a moment to participate in survey.

Take a Survey!

Scan the QR code or visit:
<https://bit.ly/43ZX3E1>



Díganos lo que piensa del **Rediseño East Drive!**

¿Ha paseado por los Prospect Park Drives? Sí es así, queremos escuchar su opinión.

El Departamento de Transporte de NYC quiere saber sus impresiones sobre el diseño piloto de East Drive. Por favor, tome un momento para participar en una encuesta.

Haz un Encuesta!

Escanea el código QR o visita:
<https://bit.ly/43ZX3E1>



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