



Establishing Community Context

Fabian Barch

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Presentation Roadmap

1. Background & the Need for Profiles
2. Data
3. Selecting Communities to Profile
4. Feedback from Teams
5. Data Insights
6. Conclusion

Internship Placement

Background

- Working with NYC DOT
- Transportation Planning & Management Division
- Regional & Strategic Planning Unit
- Developing Community Profiles

What is a Community Profile?

Background

- Fact sheet describing neighborhoods or locales
- Simplification of the pre-engagement research processes
- In peer review, noticed specific contents vary widely



Source: Seattle Neighborhood Profiles - Alki/Admiral

The Need for NYC DOT Community Profiles

Background

- New York City is incredibly diverse
- Neighborhood knowledge varies by project manager
- Project managers tasked with A-Z of project (study, design, implementation)
- Compile informational resources into one place
- Concise information provides context faster and easier



Image credit: NYC DOT

What Information to Include

Data

- Quantitative and qualitative insights
- Focus on information that is relevant to DOT
 - Working group discussions
 - Focus groups with internal units
- Key considerations
 - Demographic information
 - Neighborhood economic insights
 - DOT travel survey insights
 - Opportunities to further deepen knowledge



Demographic and Economic Insights

Data

U.S. Census/American Community Survey:

- Demographic information
- Economic information

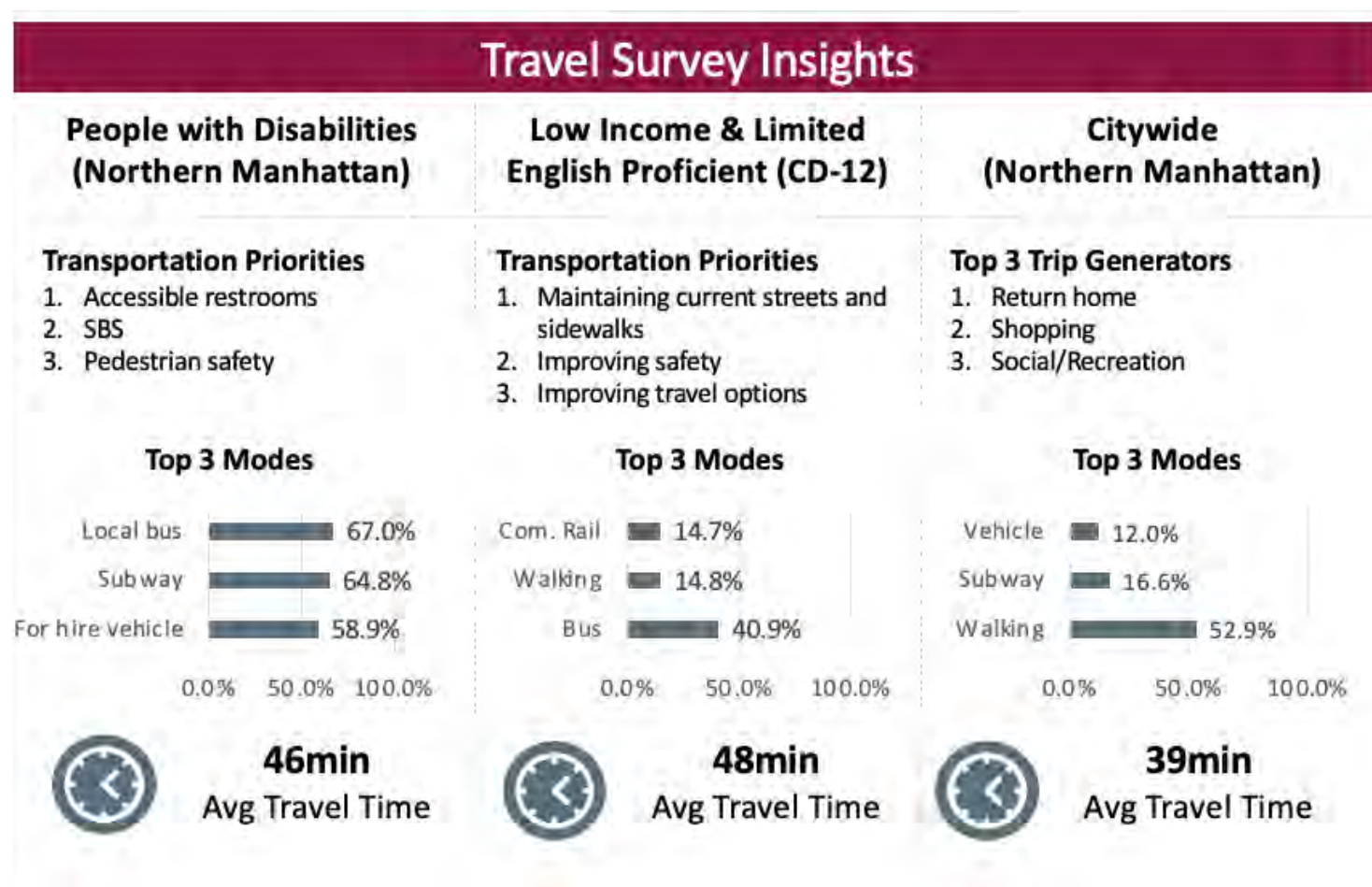
Neighborhood Numbers		
Economic Indicator	Washington Heights North	Citywide
High school education (or higher)	76.0%	82.2%
Unemployed	9.1%	6.3%
Median household income	\$61.7k	\$64.0k
Population below poverty level	18.8%	17.9%
Renting	86.0%	67.3%
Car availability	24.0%	45.4%

Source: U.S. Census, American Community Survey 2019 (5-year estimates)

Travel Surveys

Data

- DOT Data Sources:
 - Survey of People with Disabilities
 - Survey of Low-Income and Limited English Proficiency New Yorkers
 - Citywide Mobility Survey
- Highlights:
 - Travel habits
 - Priorities
 - Preferences



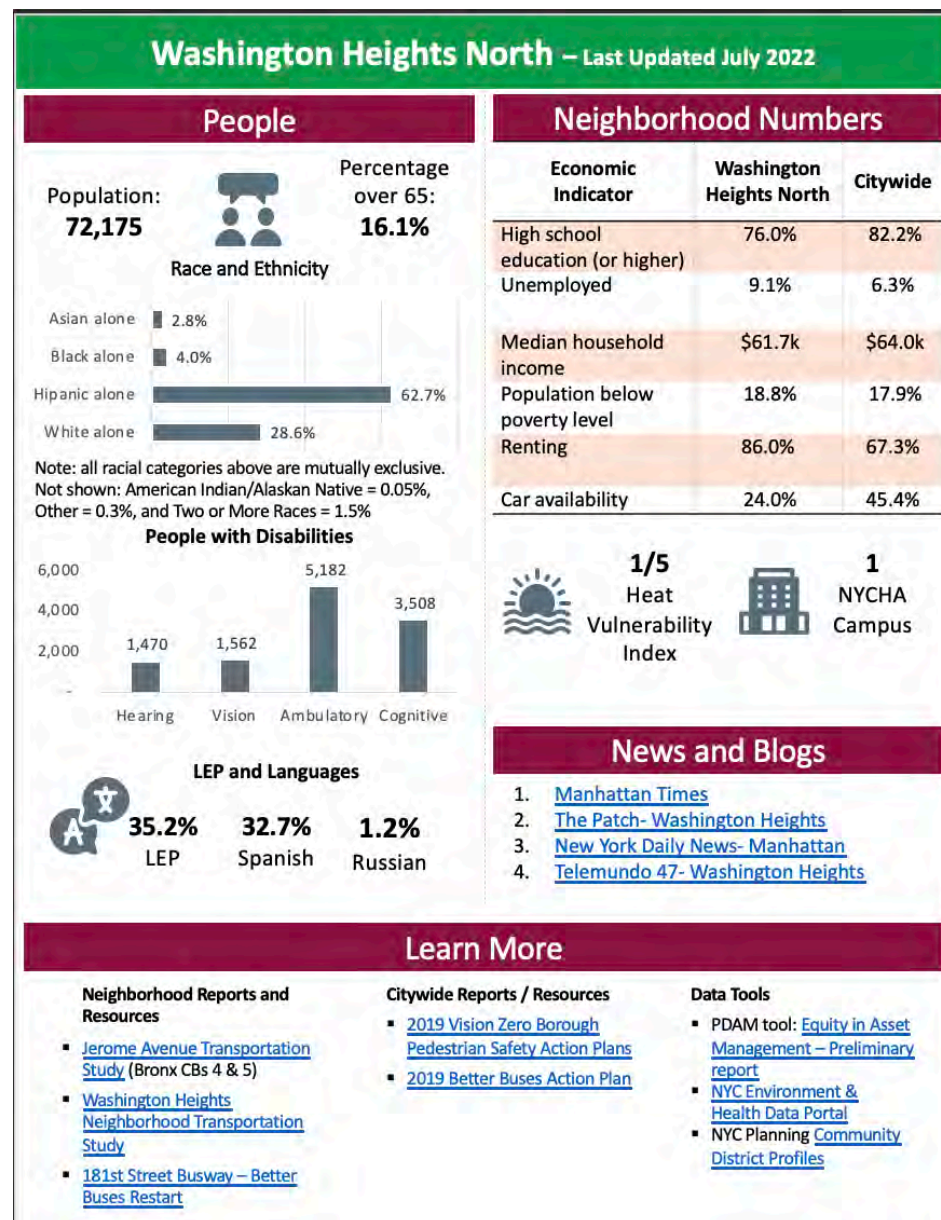
Qualitative Data and Additional Resources

Data

- News and Blogs
- Community Organizations
- Opportunities to learn more

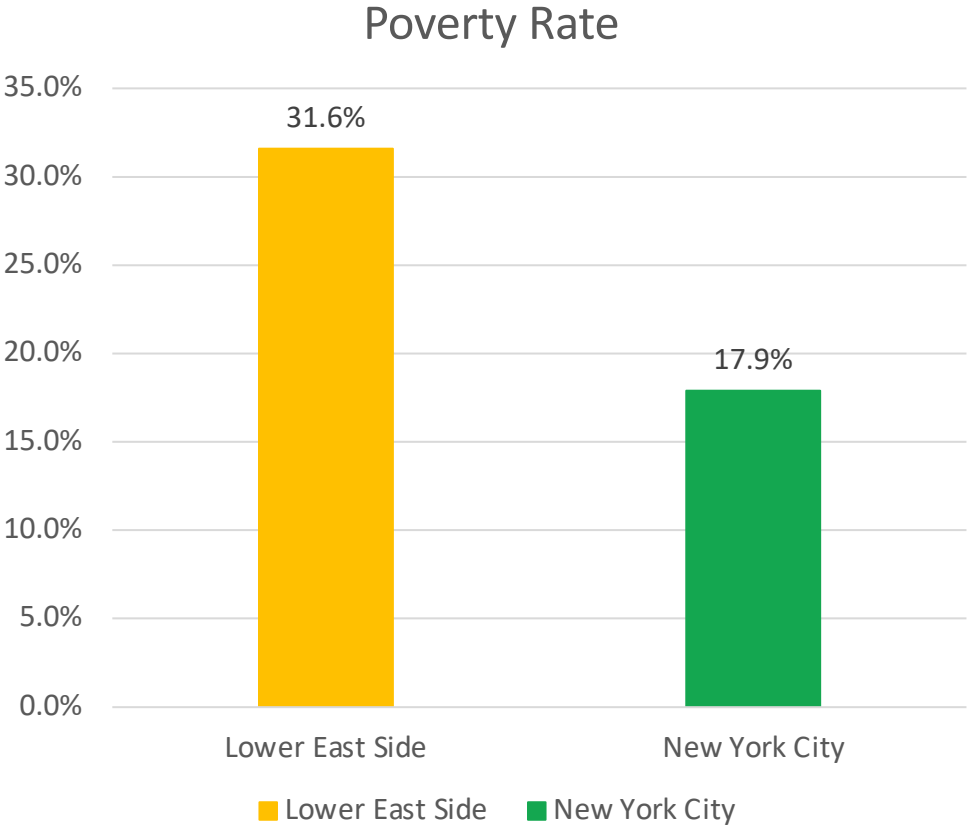
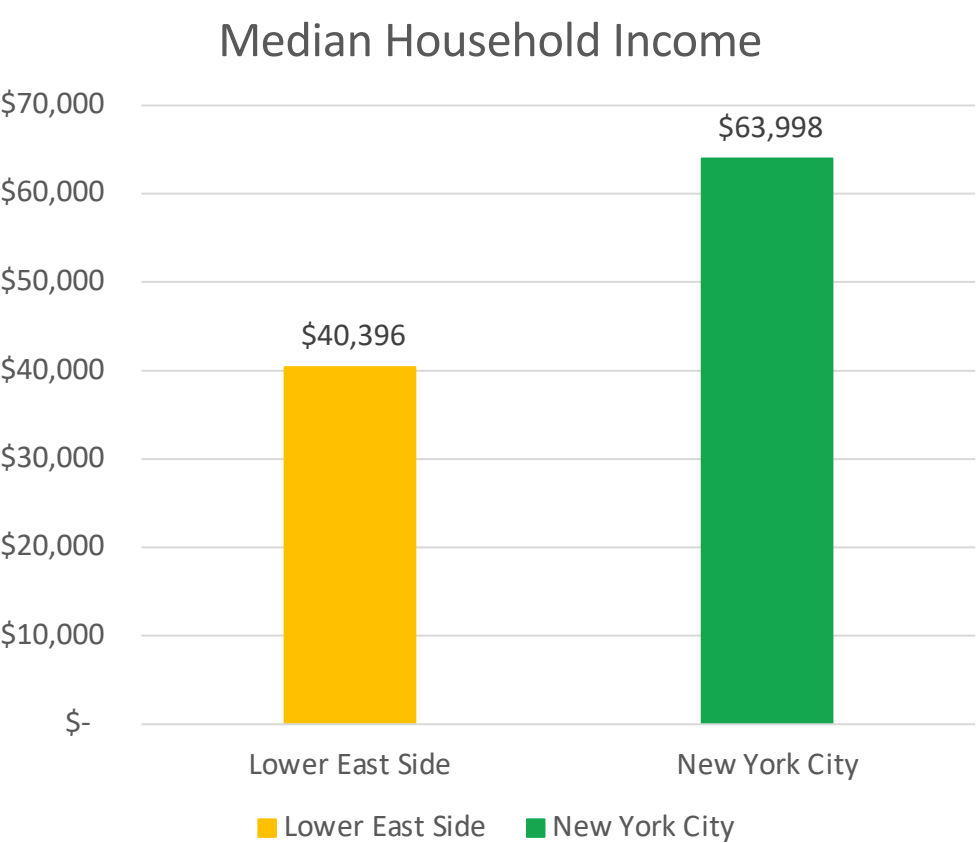


Example Community Profile



Higher Poverty Rate Among Lower East Side Residents Than Citywide

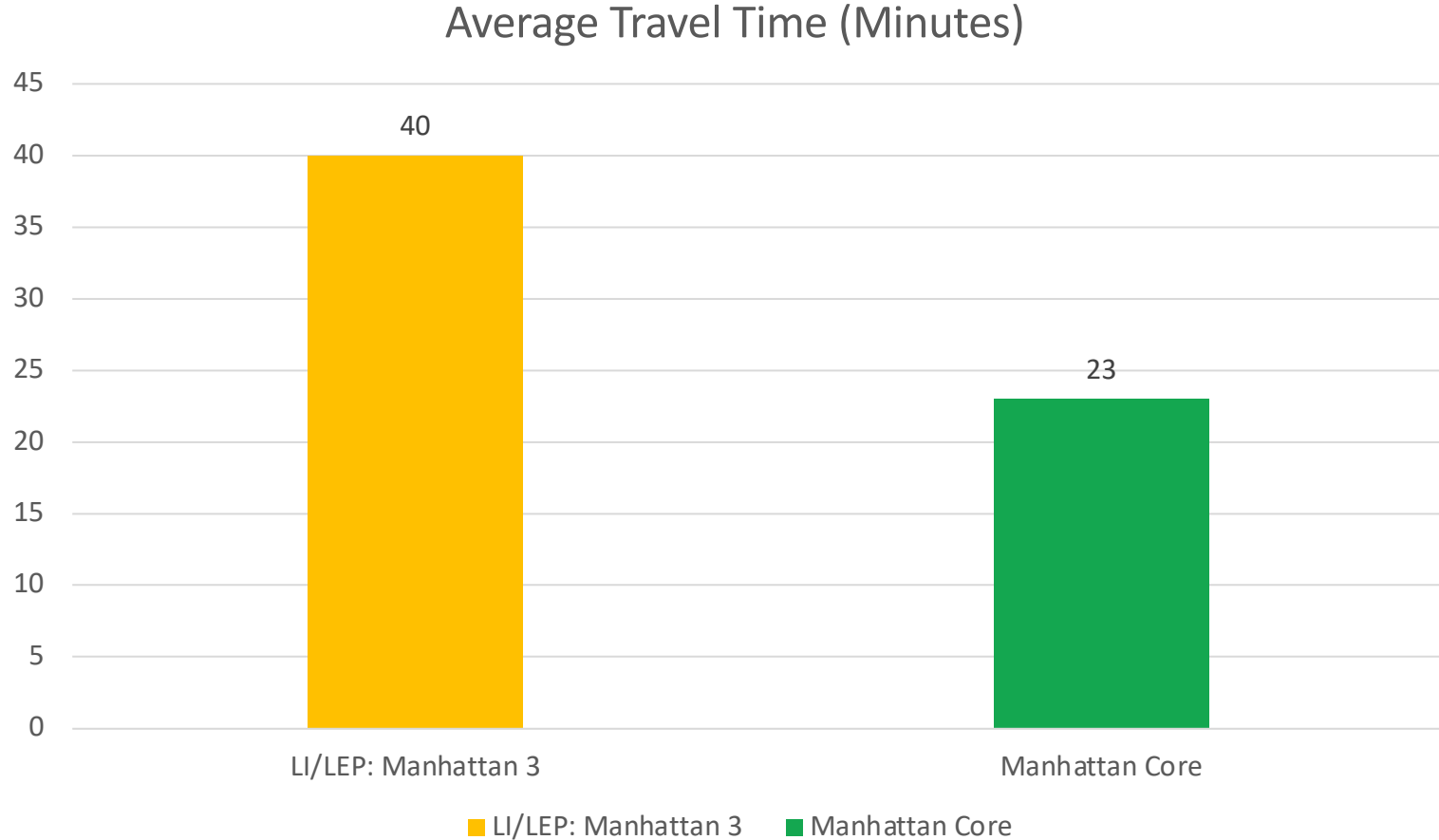
Data Insights



Source: U.S. Census, American Community Survey 2019 (5-year estimates)

Travel Times in the Lower East Side Longer Than in Manhattan Core

Data Insights



Sources: DOT Travel Survey of New Yorkers with Low Income and Limited English Proficiency and Citywide Mobility Survey

Selecting Communities to Profile

Considerations

- Profiles at the Neighborhood Tabulation Area (NTA) level
- DOT priority investment areas (PIAs)
- Existing or upcoming projects
- Fair distribution across boroughs
- In total, 10 communities were selected

Selected NTAs	
1	Washington Heights North (MN)
2	Washington Heights South (MN)
3	Ridgewood (QN)
4	Glendale (QN)
5	Lower East Side (MN)
6	Bedford (BK)
7	Elmhurst (QN)
8	Soundview-Castle Hill-Clason Point-Harding Park (BX)
9	Longwood (BX)
10	Sunset Park West (BK)

Preliminary Feedback

- Off to a good start!
- Profiles are informative and relevant
- Early users would like a street map/spatial component
- Got users curious about the travel surveys, and opportunities to learn more
- Clarify what heat vulnerability index values mean, substantively

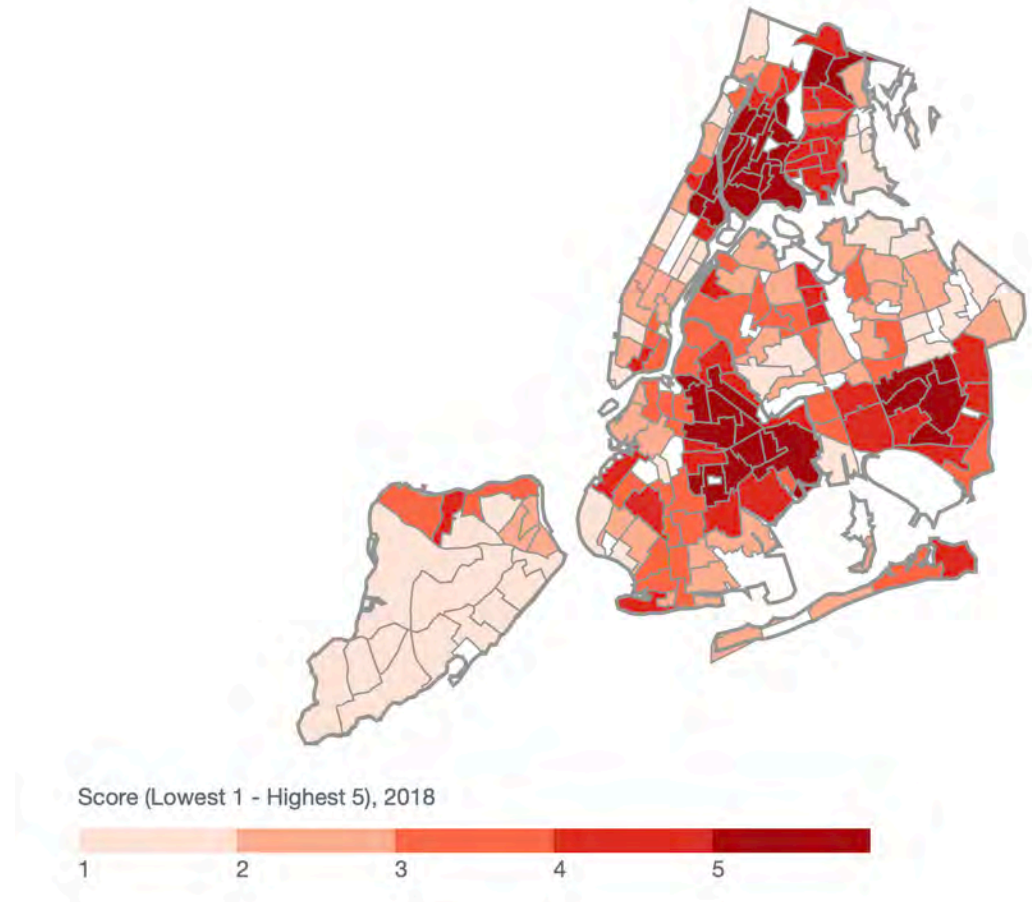
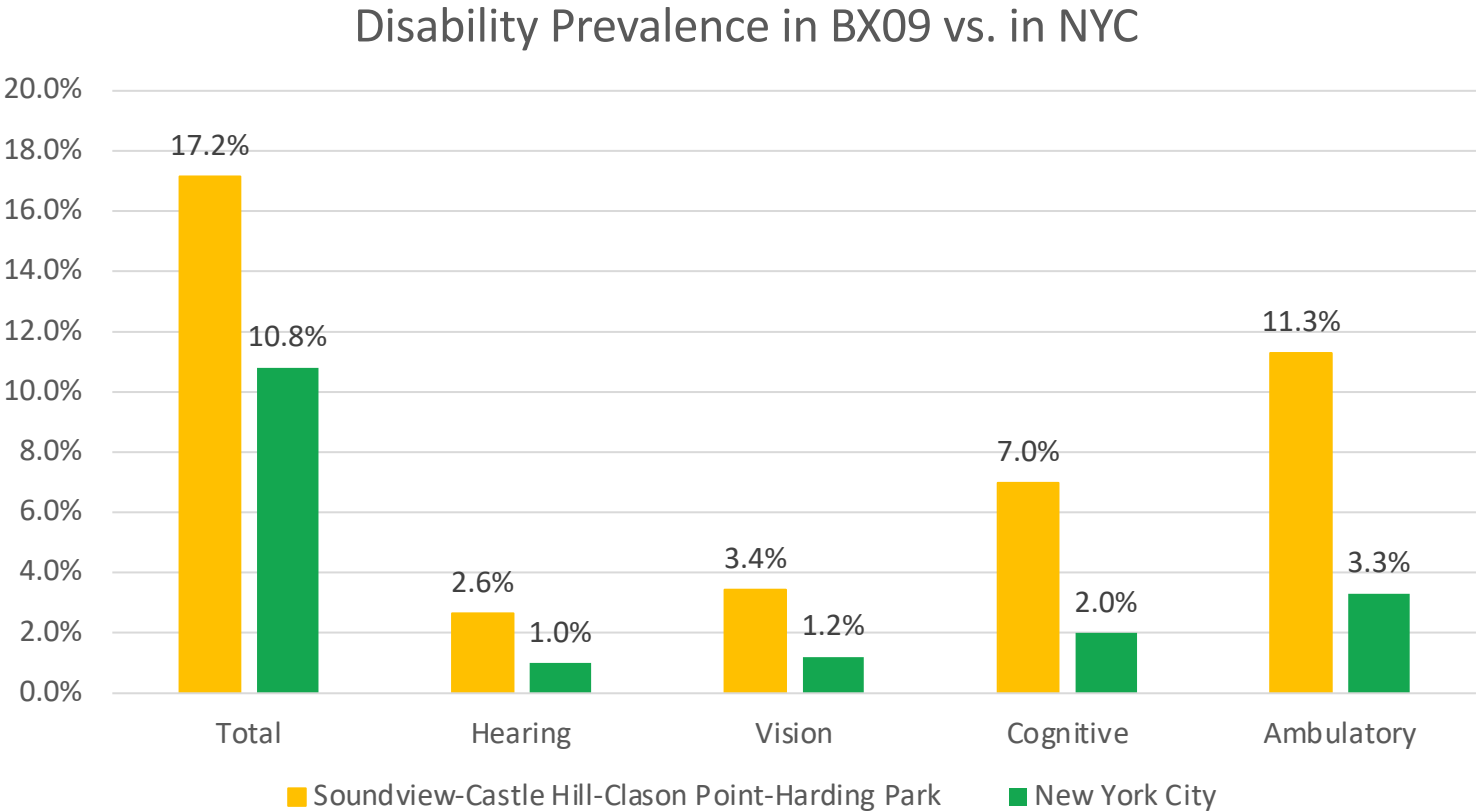


Image credit: NYC Department of Health and Mental Hygiene
Environment & Health Data Portal

Higher Number of People with Disabilities in Soundview-Castle Hill-Clason Point-Harding Park

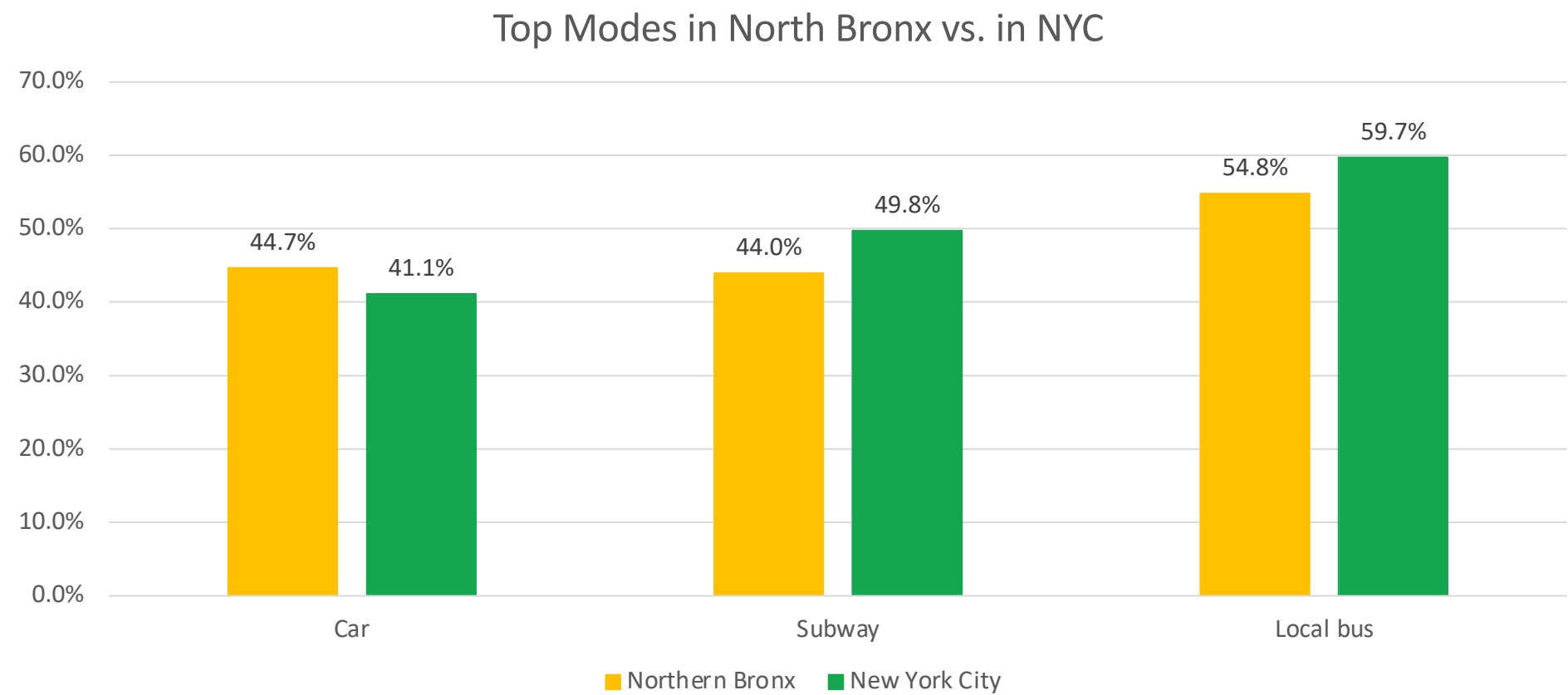
Data Insights



Source: U.S. Census, American Community Survey 2019 (5-year estimates)

Buses are Critical for People with Disabilities in the North Bronx

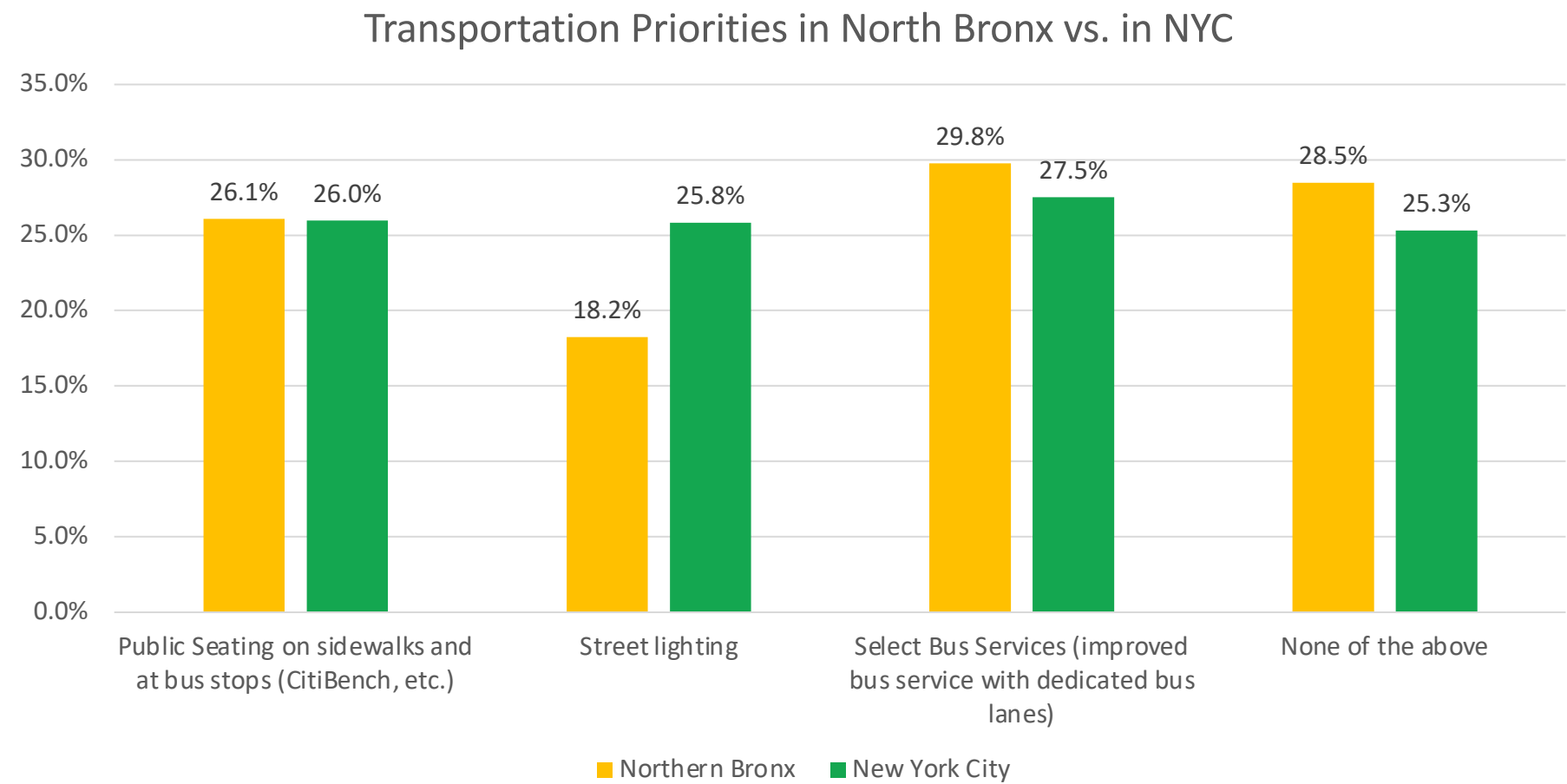
Data Insights



Source: DOT Travel Survey of Persons with Disabilities

Buses Also Top Transportation Priority for People with Disabilities in The North Bronx

Data Insights



Source: DOT Travel Survey of Persons with Disabilities

Conclusion

Personal Reflections

- Thoughtful and equitable engagement isn't easy work
 - Requires deep learning before outreach
 - Reflect on barriers and how to develop solutions
- Data transparency is important for equity work
 - Building trust
 - Replicability



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Thank You!

Questions?



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