

Biking in Bed-Stuy

Prepared for:

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Tracey Capers

Bedford Stuyvesant Restoration Corporation



Hugo Fausto Torres-Fetsco - Reynold Graham - Courtney Williams - Belen Fodde - Fulton Hou



Agenda

- Introduction & Background
- Research & Criteria
- Alternative 1
- Alternative 2
- Alternative 3
- Recommendation & Next Steps

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Reynold Graham

Courtney Williams

Belen Fodde

Fulton Hou

Reynold Graham

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Central Policy Issue

How can Restoration increase bike advocacy in Bed-Stuy?

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Recommendation

Participatory Action Research (PAR):

Engage residents living along potential
bike facilities in Bed-Stuy

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Bedford Stuyvesant Restoration Corporation

Background

- Nation's first community development corporation
- Serves 50,000 people annually

Four main operation centers

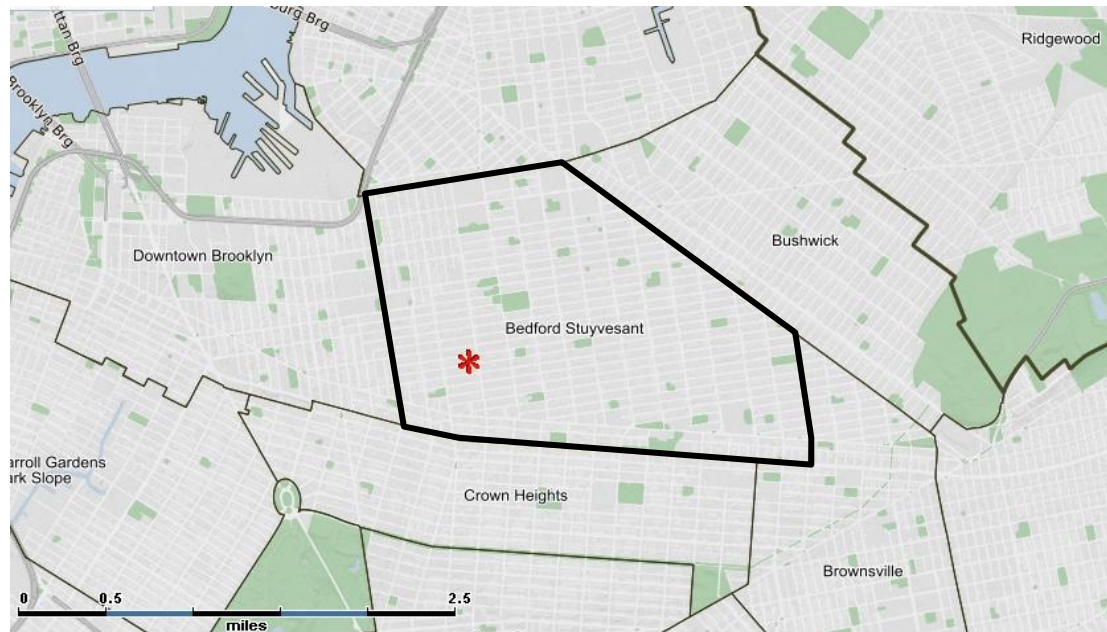
- Economic Solutions Center
- **Center for Healthy Neighborhoods**
- Brooklyn Business Center
- RestorationART

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Bed-Stuy Neighborhood

- Community Board 3
- Population: 153,000
- Race/Ethnicity:
 - 55.4 % Black
 - 21.3 % White
 - 19 % Hispanic
 - 2.3 % Asian
- Sex: 53.1% Female
- Median Age: 31.2 (39%
20 - 39 years old)

Sources: American Community Survey, 2011-2015, 2016



Source: Community District Maps

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Better Bike Share Partnership (BBSP) in Bed-Stuy

- Restoration, DOT, DOH, and Motivate / Citi Bike
- BBSP values and goals - Educate Community on Benefits of Biking and Bike Facilities
- What has been done - Community Bike Rides / Bed-Stuy Bikes! / Webinars
- Successful in increasing interest - 2015 to 2016 Citi Bike Data



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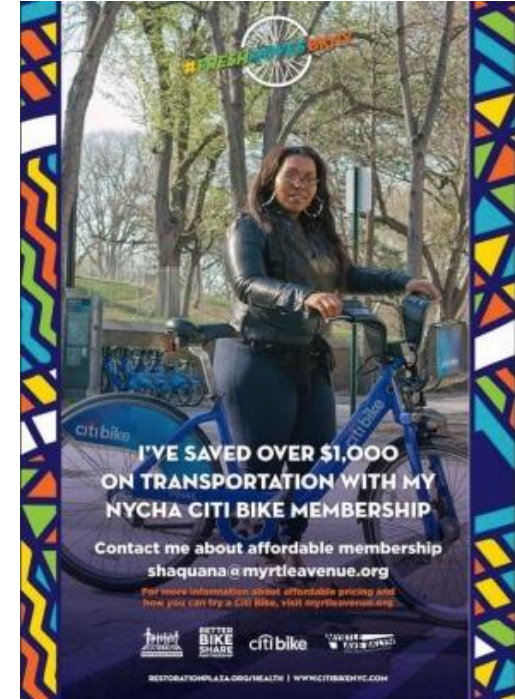
Benefits of Biking and Bike Infrastructure

- **Health**
 - Biking is shown to decrease obesity and related conditions (i.e. heart disease, diabetes)
- **Mobility**
 - Biking addresses lack of transportation options in parts of Bed-Stuy
- **Costs**
 - Monthly MetroCard \$121/mo and \$2.75/trip
 - Citi Bike \$5/mo discount for NYCHA Residents and other Bike Share for All participants
- **Safety**
 - Bike lanes increase safety for bikers, pedestrians and drivers by creating controlled traffic flow for multi-modal transportation

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BBSP: Efforts to Increase Interest in Bed-Stuy

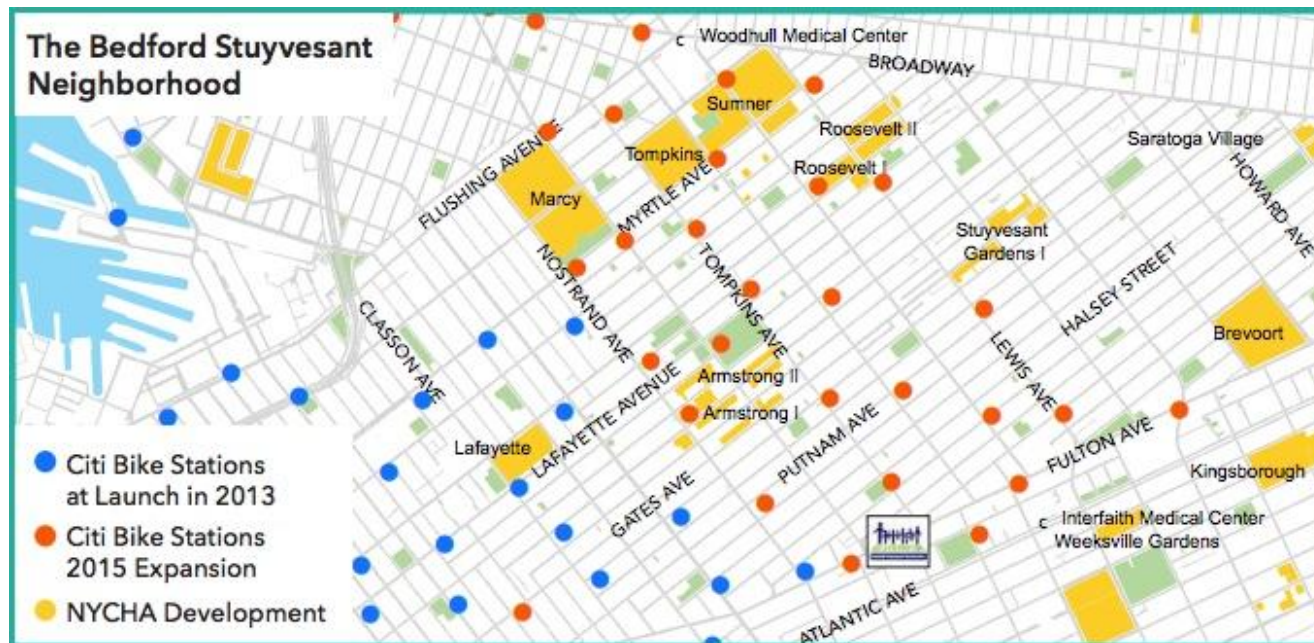
- Community Lead Bike Rides
 - Restoration Bike Ambassadors
 - City Councilmembers
 - Transportation Alternatives
- Bed-Stuy Bikes! Community Events
- #FreshMovesBKNY
 - Citi Bike members in Bed-Stuy



Source: NACTO BBSP Report

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Citi Bike in Bed-Stuy

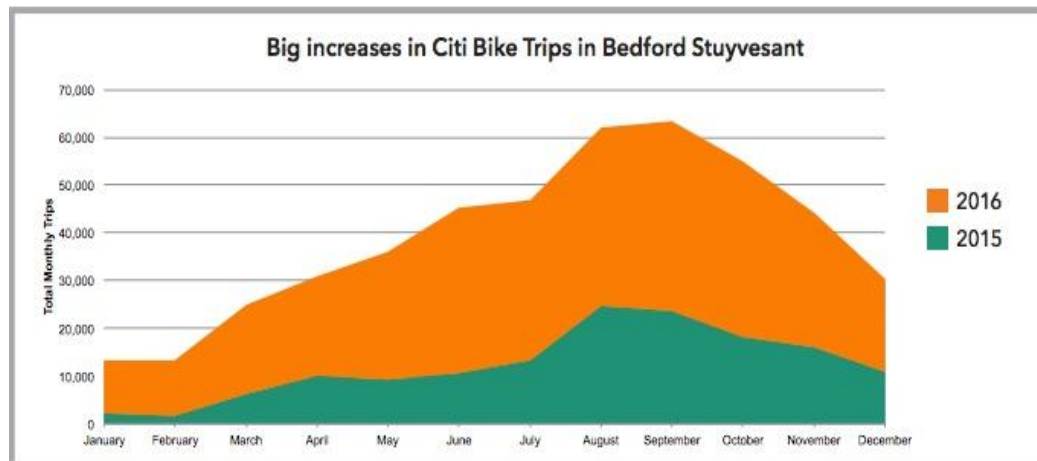


Source: NACTO BBSP Report

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Success of the BBSP

- Citi Bike trips increasing faster in Bed-Stuy than citywide
- Citi Bike memberships are increasing in Bed-Stuy
- NYCHA memberships are increasing fastest in Bed-Stuy



Source: NACTO BBSP Report

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Nature of the Problem: Bike Facility Equity in Bed-Stuy

- Communities that stand to benefit the most do not have the physical infrastructure
- Lack of bike facilities within Bed-Stuy
 - Poorly paved lanes
 - Traffic lights for cyclists
 - Half of the neighborhood without bike lanes (i.e. lanes on the East connecting Bushwick to Crown Heights)
 - Disconnect between lanes on the West of Lafayette, and South across Fulton Street



Source: DOT

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Nature of the Problem: Community Resistance

- DOT implementation of bike lanes met with resistance from CB3
- CB3 has expressed resident concern of the association of bike lanes with gentrification
 - Taking away parking
 - Limiting current infrastructure to accommodate the gentrification movement
 - Perception of who bikes

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Research & Methodology

- Vision Zero Data (Monthly Bike Accidents and Fatalities)
- Citi Bike Data (Ridership and Membership Data & BSRC Survey)
- 10 Interviews (DOT, Advocacy groups, etc.)
- Literature Reviews
- Case Studies

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Key Assumption



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Criteria



Implementation
Cost

Implementation
Time

Impact

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Criteria 1: Implementation Cost

Definition: Implementation cost to BSRC (or where there is no cost to BSRC, the primary stakeholders involved)

Measurement: Estimated cost (in Dollars)

Criteria 2: Implementation Time

Definition: Time needed to implement each alternative

Measurement: Estimated Time (in Months)

Criteria 3: Impact

Definition: The number of potential new advocates
(individuals or businesses)

Measurement: Estimated number of potential new
advocates

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Alternatives

1. Promoting Bicycle Advocacy Amongst Black Women
2. Bike-Friendly Business Districts
3. Participatory Action Research (PAR)

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Alternative 1: Promoting Bicycle Advocacy Amongst Black Women

- Overall, Black women are leaders in the Black community: business, politics, household.
 - 80% of Black Mothers are Breadwinners
 - 63% of eligible Black Women vote
 - 70% to 90% percent of black congregations
 - Black women owned 15.4 percent of all women-owned businesses (2012)

- Bed-Stuy is 64% Black, majority female.
 - Average household size is 4.9 people



Source: Citi Bike

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Alternative 1: Barriers of Entry as Identified by Women Riders

Hygiene

"I struggled with how to style my hair and what to do what when I show up sweaty to work"

Bike Safety

"If I felt more comfortable maneuvering, I would ride more often"

Inclusiveness

"There weren't many people who looked like me when I started biking"

Time/Convenience

"Biking with the current routes makes its hard to get to where I need to be, when I need to be there"

Getting on the bike

"I hadn't ridden in a few years , and was scared at first"

Mobility Justice and Equity

"Who will listen to my concerns"

Silent barriers to bicycling, part I: Exploring Black and Latino bicycling experiences

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Alternative 1: Bike Advocates



Source: Citi Bike

“For so long biking was thought of as an elite activity, but our mission is to change that. We want to promote inclusivity, so people can find an aspect of themselves in our group.” -- Zarah Alabanza, National Coordinator, Red, Bike, and Green

“From when I started riding fulltime to now, it took me three years to realize the infrastructure was missing, and I needed to speak up about it.” -- Kweli Campbell, Current Bikeshare Ambassador

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Alternative 1: Transforming Riders into Advocates

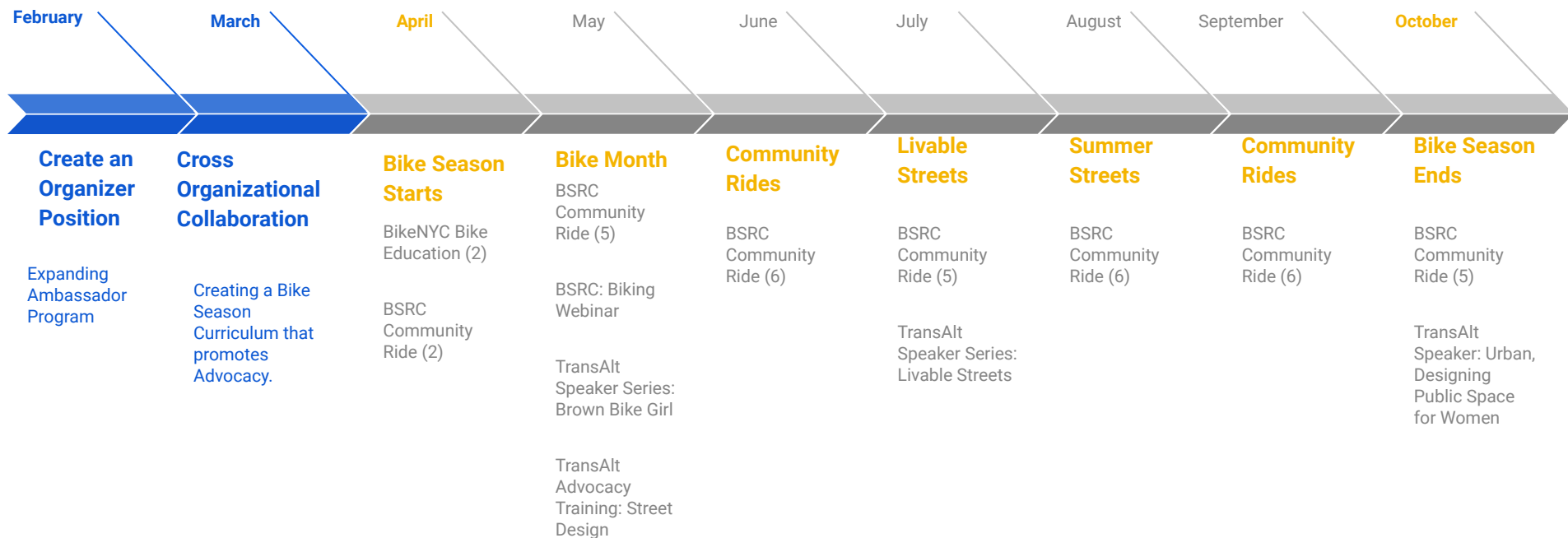
- **Expansion of Ambassador Program**
 - 6 Additional WOC Ambassadors
 - Potential employment opportunities
- **Leverage partnership with to maximize events**
 - Bike Safety
 - Brave space to engage and share
 - Bi-monthly or Monthly meetings w/ rides
 - Riders given access to advocacy trainings
- **Utilize and engage your own network**
 - Share knowledge, training, and resources using learned skills



Source: Citi Bike

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Alternative 1: Transforming Riders into Advocates



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Analysis

Biking for Black Women		
Implementation Cost	< \$30K	<ul style="list-style-type: none"> • None to minimal cost to attend meetings • Volunteer Ambassador program • Potential stipend for staffed ambassadors (2)
Implementation Time	6 - 18 months	<ul style="list-style-type: none"> • Depends on start level • Attendance • Adoption of biking into everyday life
Impact	180-300 New Advocates	<ul style="list-style-type: none"> • Restoration/Better Bike Share • Transportation Alternatives • Bike Consultants • Black women biking and non-biking • 30-50 New Participants per Ambassador

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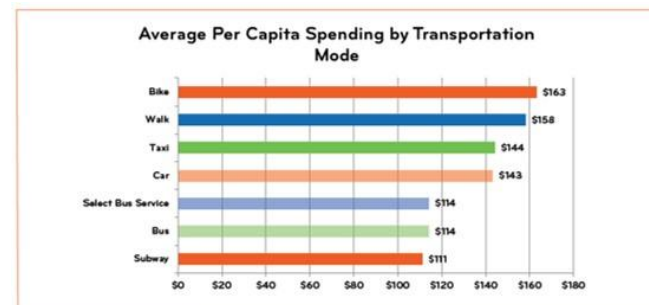
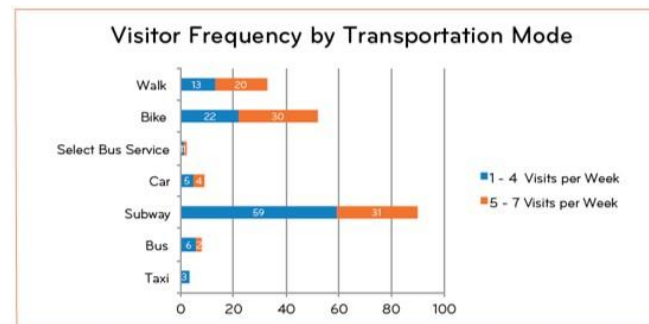
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Alternative 2: More Bikes, More Sales

Impact of bikers and bike infrastructure in revenues:

- East Village, Manhattan
- Toronto, Canada
- Davis, California
- Portland, Oregon
- Dublin, Ireland



Source: East Village Shoppers Study

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Alternative 2: Create Bike-Friendly Business Districts

- **Partnership between merchant associations of the neighborhood:**
 - Bed-Stuy “Gateway” BID: 373 businesses
 - Bedford Avenue Association: 41 businesses
 - Tompkins Association: 19 businesses
 - Malcolm X Boulevard Association: 26 businesses
- **Main benefits:**
 - Shop local
 - Increase biking in commercial areas
 - Increase bike infrastructure
- **Other BFBDs:** East Village, San Diego, Long Beach, Seattle, Los Angeles



Source: Live Move BFBD

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Alternative 2: BIDs as advocates



Source: DOT

- Bed-Stuy
"Gateway" BID
- Tompkins
Association
- Bedford Ave
Association
- Malcolm X
Association
- - Projected Bike
lanes

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Alternative 2: BFBD Actions

- **Discounts in businesses for bikers**
 - Cases: Boston and Long Beach
 - % discounts or one day discount

Case: Bicycle Benefits program

1. Businesses become members and sell \$5 discount stickers
2. Bikers buy stickers and use discounts in participant businesses



Source: Bicycle Benefits Instagram

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Alternative 2: BFBD Actions

Bicycle Benefits in Bed-Stuy:

7,000 bikers (CitiBike membership)

457 partner businesses

\$27 (10 stickers per Bicycle Benefits kit)

Cost

2 kits per business = CitiBike membership
457 businesses x 20 stickers = 9,140 stickers

\$54 per business
457 x \$54 = \$24,678



Source: Bicycle Benefits website.

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Alternative 2: BFBD Actions

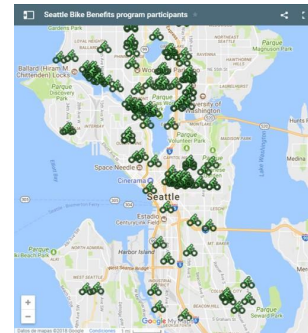
- Biking events and massive rides
- Bike infrastructure
- Bike and discount maps:
 - Business Districts
 - Mobile App
- Possible partners:
 - Bicycle Benefits
 - Bridge Street Corporation Development
 - Transportation Alternatives



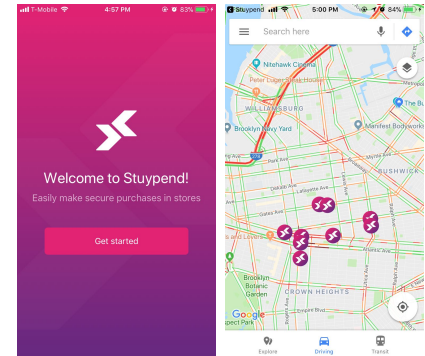
Source: DOT



DOT



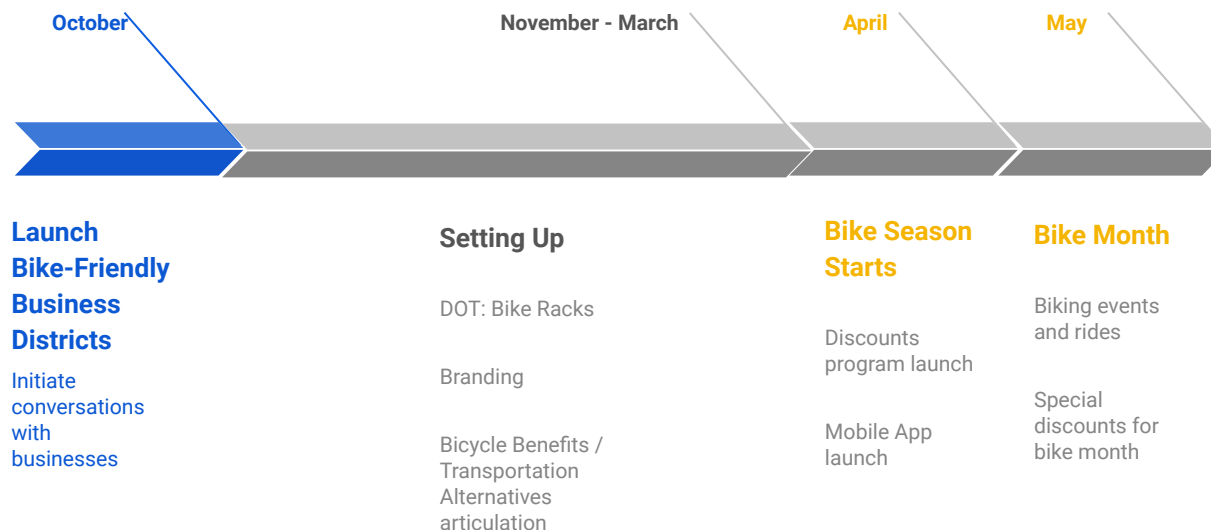
Seattle for Bikers



Stuypend App

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Alternative 2: Implementation Timeline



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Analysis

Bike-Friendly Business Districts		
Implementation Cost	< \$24K	<ul style="list-style-type: none"> • Maximum level of investment of discounts program • No additional costs for events • Bike racks provided by DOT
Implementation Time	6 - 12 months	<ul style="list-style-type: none"> • San Diego experience: 12 months • Estimated timeline before Bike Season
Impact	< 457 businesses	<ul style="list-style-type: none"> • 4 Bed-Stuy merchant associations: Gateway BID, Bedford Avenue, Tompkins and Malcolm X boulevard

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Alternative 3: Participatory Action Research (PAR)

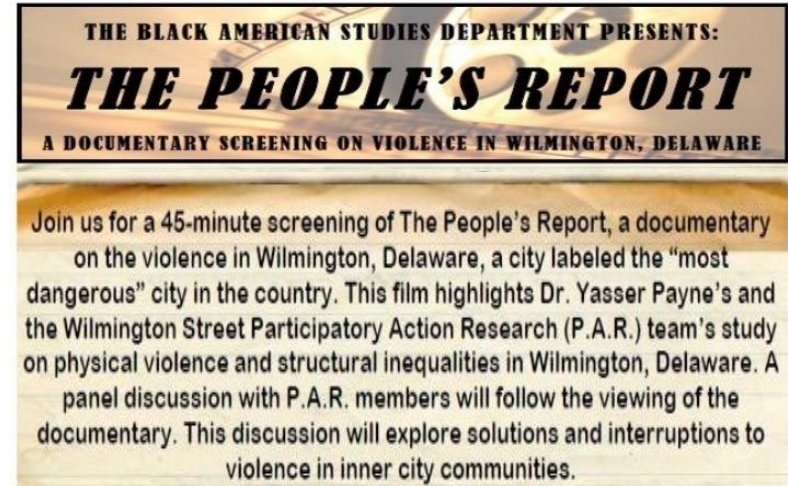
What is PAR?

- A collaborative research, education and action approach used to gather information to use for change on social or environmental issues.
- Involves people who are concerned about or affected by an issue taking a leading role in producing and using knowledge about it.
- Intended to result in some action, change or improvement on the issue being researched.

Alternative 3: Case Studies

Impact of Violence on Streets of Wilmington, Delaware

- Organized by faculty of University of Delaware
- 2 month period with various workshops
- Trained 15 ex-offenders / Engaged 500 residents
- Resulted in employment opportunities and final report



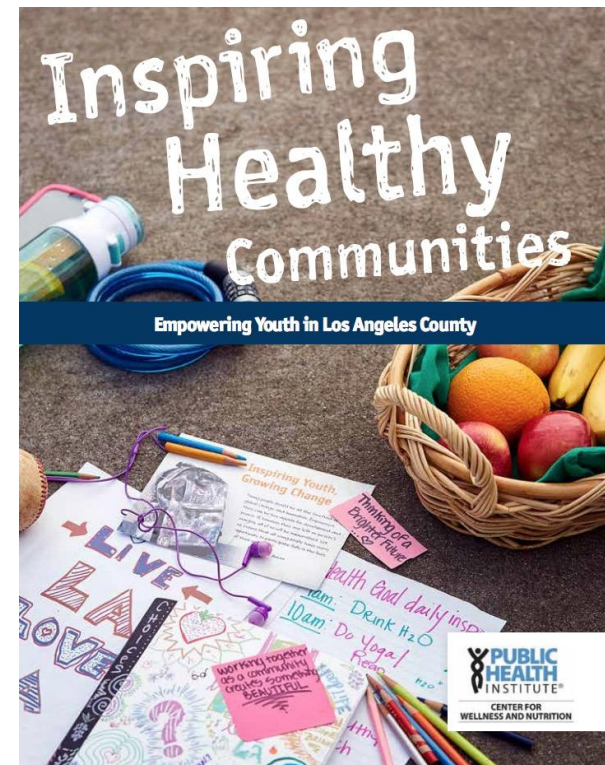
Source: The Wilmington Street Participatory Action Research Project

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Alternative 3: Case Studies

Empowering Youth in Los Angeles - Obesity and Chronic Disease

- Funded by California Department of Public Health
- 5 community-based organizations with groups of middle school children
- Several accomplishments and adopted policies with better eating and exercising habits



Source: LA Inspiring Healthy Communities

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Alternative 3: Potential Partners

In New York:

1. Public Science Project
2. Urban Justice Center



Source: Bushwick Action Research Collective

COMMUNITY DEVELOPMENT PROJECT'S

RESEARCH & POLICY INITIATIVE
ANNUAL REVIEW, 2017



Source: Urban Justice Center

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Alternative 3: Participatory Action Research (PAR)

Restoration will coordinate community centered project focusing on Transportation, Sanitation, & Environment Committee of Community Board 3 four proposed lanes

- Jefferson and Hancock (New)
- Lafayette (Continuous from existing)
- Bedford Ave (Protected Bike Lane)
- Throop and Tompkins (extend to Crown Heights)



Source: Own Elaboration

— Protected
- - - New

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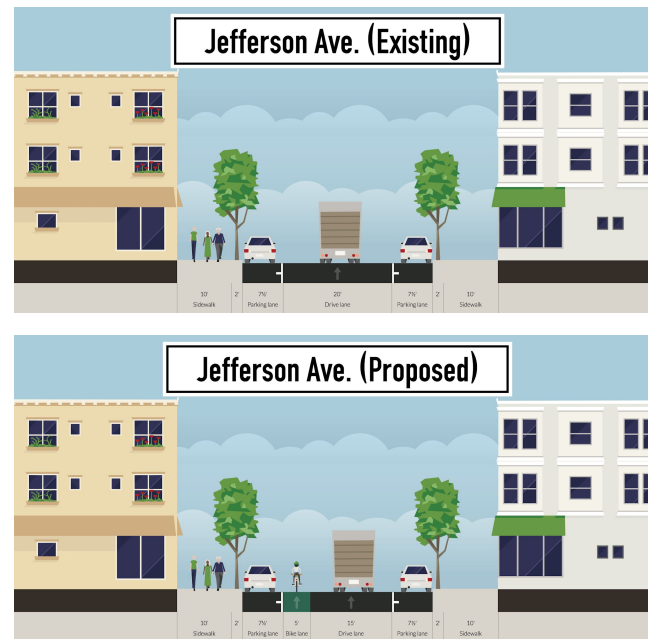
Alternative 3: Participatory Action Research (PAR)

Research Methods:

- Collect ridership data in Bed-Stuy
- Conduct traffic studies

Gauge residents on what they envision for Bed-Stuy's bike lanes

- Delayed pedestrian walk lights
- Protected Bike Lanes

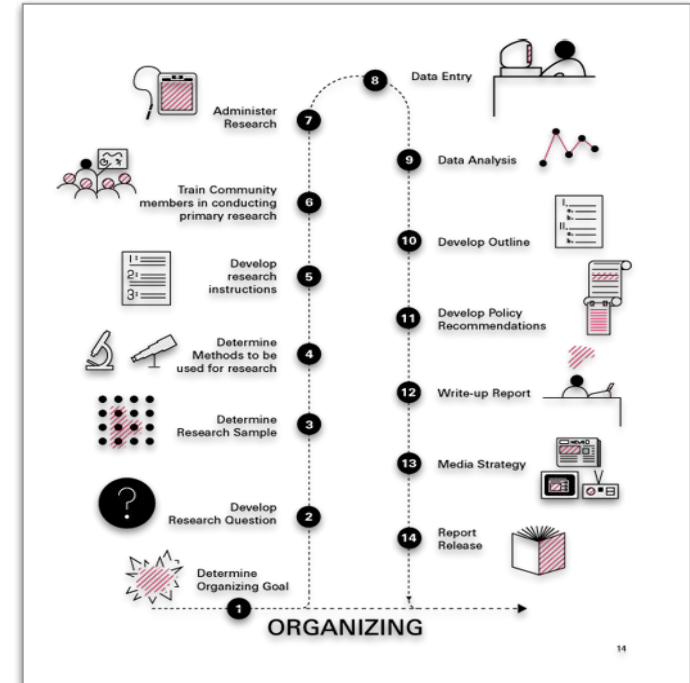


Source: Developed Using Streetmix

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Alternative 3: PAR Organizing Steps

- Steps 1 - 5 involves the partner research organization
- Steps 6 - 12 incorporates the participating residents



Source. Research for Organizing - A Toolkit for PAR

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Alternative 3: PAR Timeline



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Analysis

Participatory Action Research		
Implementation Cost	\$136K	<ul style="list-style-type: none"> • Research Consultant Fees (2 Full Time Staff) • Compiling the Report Fees • Part time fees for participants (15 participants)
Implementation Time	12 months	<ul style="list-style-type: none"> • Workshops in Preparation during offseason (4 months) • Engage community during bike months (6 months) • Analysis of data and creating report (2 months)
Impact	1,500 - 2,100 residents	<ul style="list-style-type: none"> • Estimated residents engaged during outreach

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Implementation Cost	< \$30K	< \$24K	< \$136K
Implementation Time	6 - 18 months	6 - 12 months	12 months
Impact	180 - 300 residents	< 457 businesses	1,500 - 2,100 residents

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Recommendation

Participatory Action Research project that is driven by the community
for the community

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Next Steps

- Reach out to Public Science Project or Urban Justice Center
- Identify current Citi Bike members to participate as surveyors
- Organize meeting spaces and key resources (i.e. community mapping training materials)
- Identify funding sources (e.g. forthcoming DOT Bike Share Equity RFP)

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Thank You!
Any Questions?

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