



Thomson Ave LaGuardia Community College (LCC)

NYC DOT StreetAmbassadors

May 8, 2019 – May 22, 2019

Outreach Overview

Thomson Ave Outreach

In support of the Pedestrian Projects Group, the Street Ambassadors conducted surveys at the LaGuardia Community College Health Fair and also deployed around LaGuardia Community College. These surveys were designed to collect feedback regarding potential SIPs in the neighborhood and how comfortable people feel walking, biking, or driving on Thomson Ave.

1. Deployment Locations

2. By the Numbers

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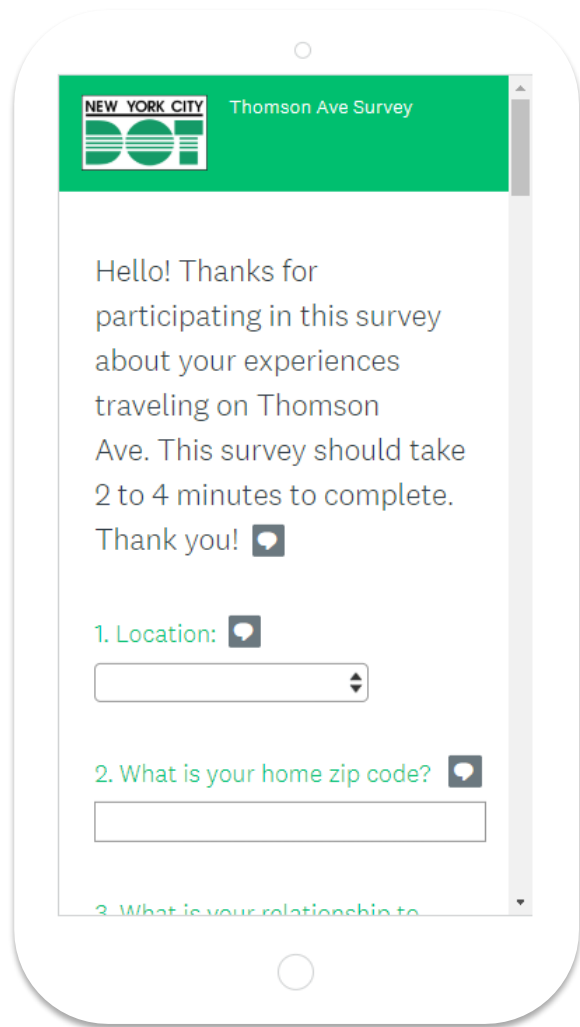


Mohammad surveying a participant outside LaGuardia Community College.



Renana surveying a participant at the LaGuardia CC Health Fair.

Outreach Strategy



DEPLOYMENTS

Objective	To collect feedback regarding sidewalk usage and pedestrian safety around Thomson Ave.		
Strategy	Ambassadors did a giveaway to encourage people to stop by and take a survey. Ambassadors also completed a map activity with participants to map their usual walking or biking routes around Thomson Ave.		
Deployment Date	May 8, 2019	May 20, 2019	May 22, 2019
Location	LaGuardia CC Health Fair	LaGuardia CC outside E Building	LaGuardia CC outside E Building

Deployment Locations

1

Locations

LaGuardia Community College Health Fair & Outside LaGuardia Community College E Building



By the Numbers

2

Total Distribution



134 Giveaways Distributed



130 Surveys Completed



128 Route Maps Completed

Daily Recap: LaGuardia CC Health Fair



The Ambassadors tabled at LaGuardia Community College Health Fair for the first part of this outreach effort. The team conducted a survey and completed a map activity to gauge people’s usage of the Thomson Ave sidewalks.

Date Wednesday, May 8

Location La Guardia CC E-building Atrium, in front of Starbucks - 31-10 Thomson Ave, Long Island City, NY 11101

Time 10:00 AM – 4:00 PM

What We Asked

Ambassadors asked students and faculty at the Health Fair if they were willing to complete a map activity outlining their movements around Thomson Ave. Participants were also asked to complete a survey which was designed to gauge their interest in the different SIPs for Thomson Ave.

What We Heard

Generally, the students appreciated the new street improvements and said it was making their commutes better.

Quote of the Day

“It does get crowded, but I don’t really think the crowd makes me late for class. If I’m late, it’s usually my fault.”

- Activities**
- Tabling with giveaways
 - Map Activity
 - Education on possible SIPs

- Partners**
- LaGuardia Community College

- Numbers**
- 62 Surveys Completed
 - 21 Carabiners
 - 25 Post-it Notebooks
 - 18 Pens

Daily Recap: LaGuardia CC E Building – Day



The Ambassadors tabled outside LaGuardia Community College, for the second leg of this outreach effort. The team conducted a survey and completed a map activity to gauge people’s usage of the Thomson Ave sidewalks.

Date Monday, May 20

Location La Guardia CC, Outside E-building Atrium, 31-10 Thomson Ave, Long Island City, NY 11101

Time 11:00 AM – 4:00 PM

What We Asked

Ambassadors asked passersby if they were willing to complete a map activity outlining their movements around Thomson Ave. Participants were also asked to complete a survey which was designed to gauge their interest in the different SIPs for Thomson Ave.

What We Heard

We spoke to a couple of New York Public Library workers who were very grateful for the upgrades around the 33rd St Station.

Quote of the Day

“The new cross walk that the DOT built around the 33rd St stop is a lifesaver for us.”

Activities

- Tabling with giveaways
- Map Activity
- Education on possible SIPs

Partners

- LaGuardia Community College

Numbers

- 29 Surveys Completed
- 13 Sunglasses
- 7 Post-it Notebooks
- 5 Pens

Daily Recap: LaGuardia CC E Building – Day 1



What We Asked

Ambassadors asked passersby if they were willing to complete a map activity outlining their movements around Thomson Ave. Participants were also asked to complete a survey which was designed to gauge their interest in the different SIPs for Thomson Ave.

What We Heard

Quite a few people we spoke to described Thomson Ave as very congested and noted that drivers don't yield to pedestrians.

Quote of the Day

"I don't feel safe crossing the street during rush hour."

The Ambassadors tabled outside LaGuardia Community College again, for the last stretch of this outreach effort. The team conducted a survey and completed a map activity to gauge people's usage of the Thomson Ave sidewalks.

Date Wednesday, May 22

Location La Guardia CC, Outside E-building Atrium, 31-10 Thomson Ave, Long Island City, NY 11101

Time 11:00 AM – 4:00 PM

Activities

- Tabling with giveaways
- Map Activity
- Education on possible SIPs

Partners

- LaGuardia Community College

Numbers

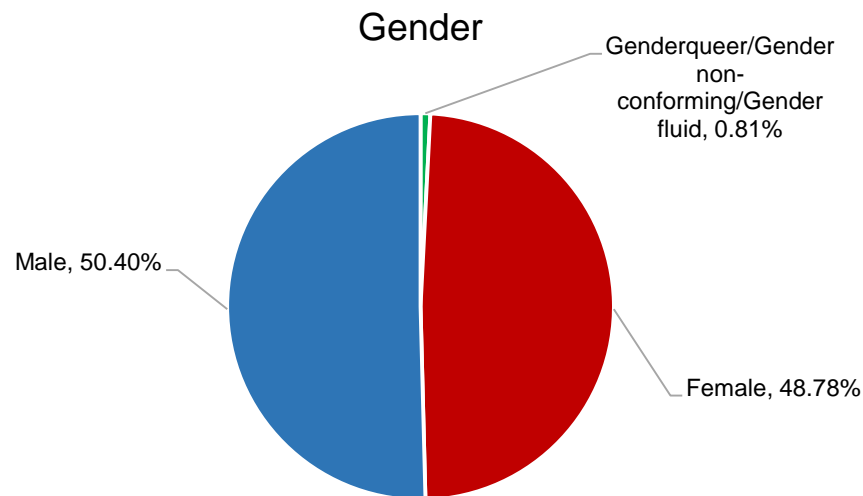
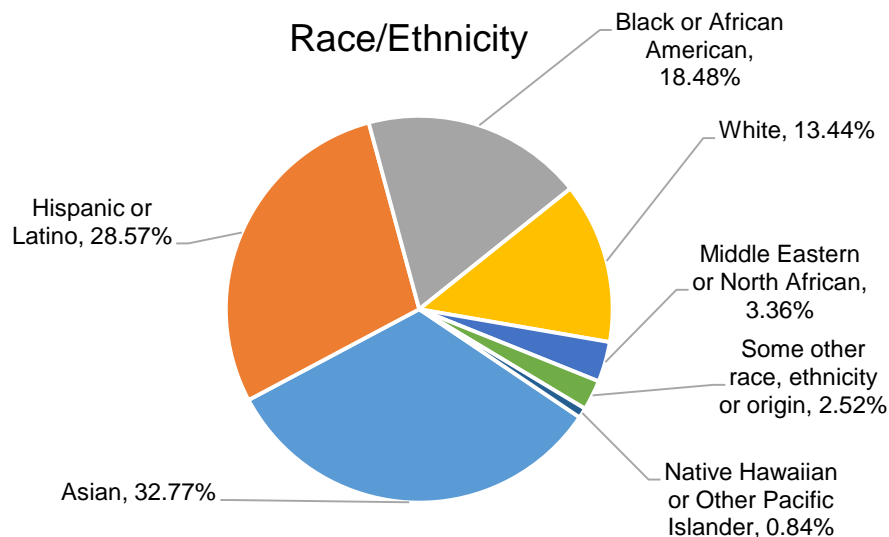
- 39 Surveys Completed
- 14 Sunglasses
- 22 Post-it Notebooks
- 9 Pens

Survey Data Results

3

Thomson Ave Survey Results

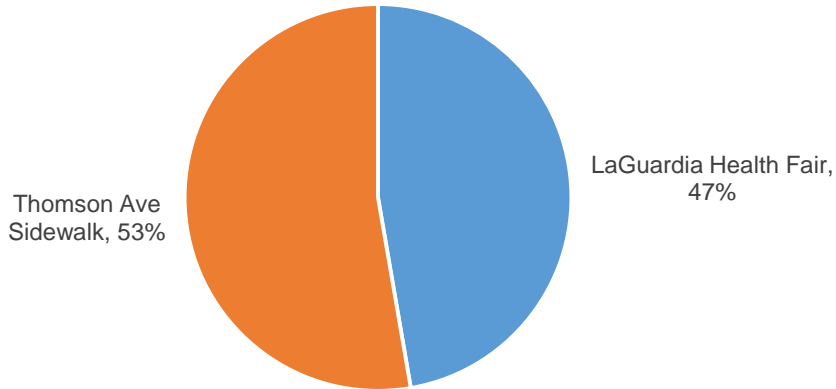
Majority of the participants were Asian and male. Although there was a sizeable number of participants who were Hispanic/Latino or Black/African American. There was also a high female participation rate in the surveys.



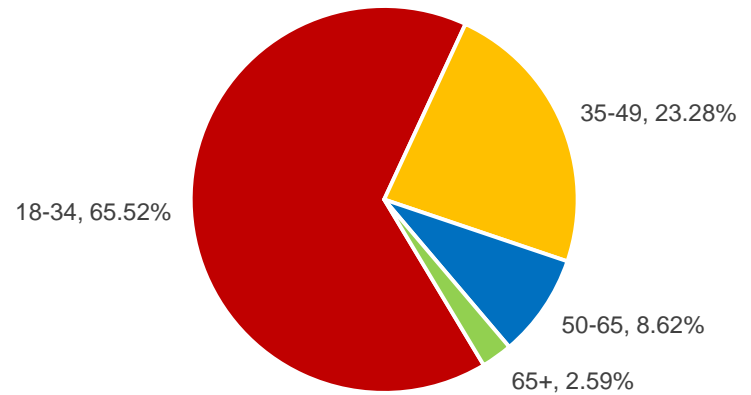
Thomson Ave Survey Results

Almost half of the surveys were done during the LaGuardia Health Fair, the other half were done outside LaGuardia Community College's E Building. Also, majority of the respondents were between the ages of 18-34.

Location of Survey



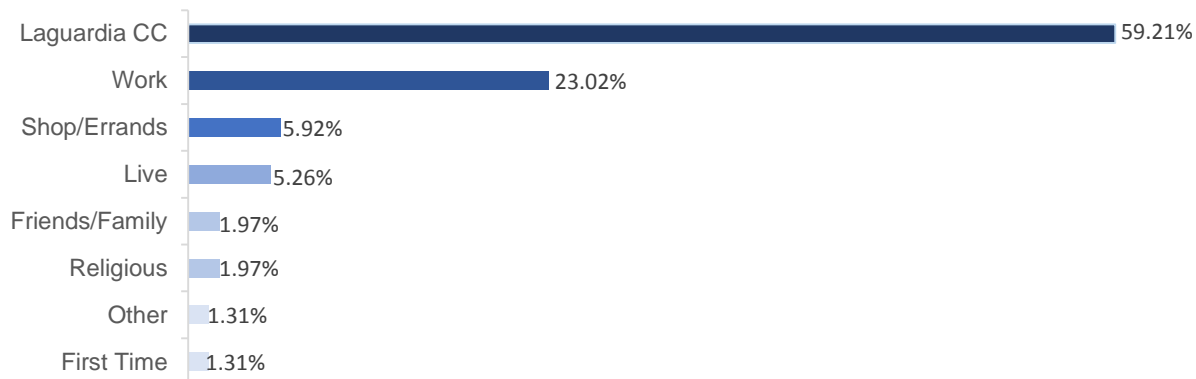
Age



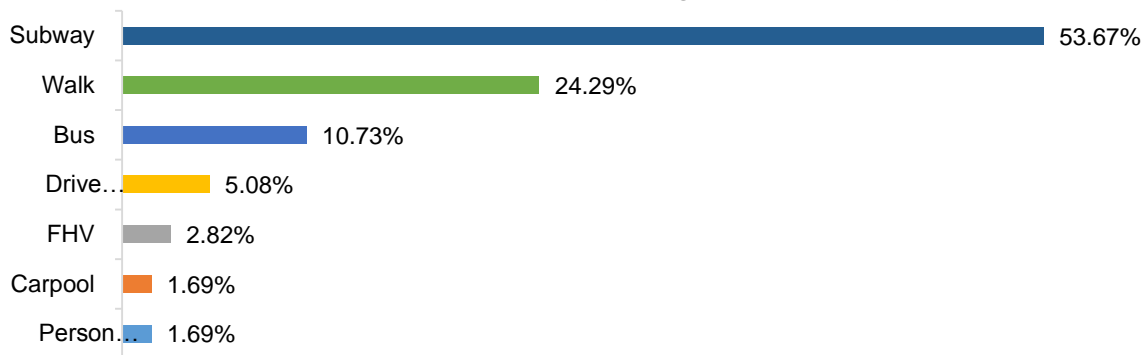
Thomson Ave Survey Results

A large portion of the survey participants were students at LaGuardia Community College. Majority of the participants used to subway to get to their destinations in the neighborhood.

Relationship to the Neighborhood



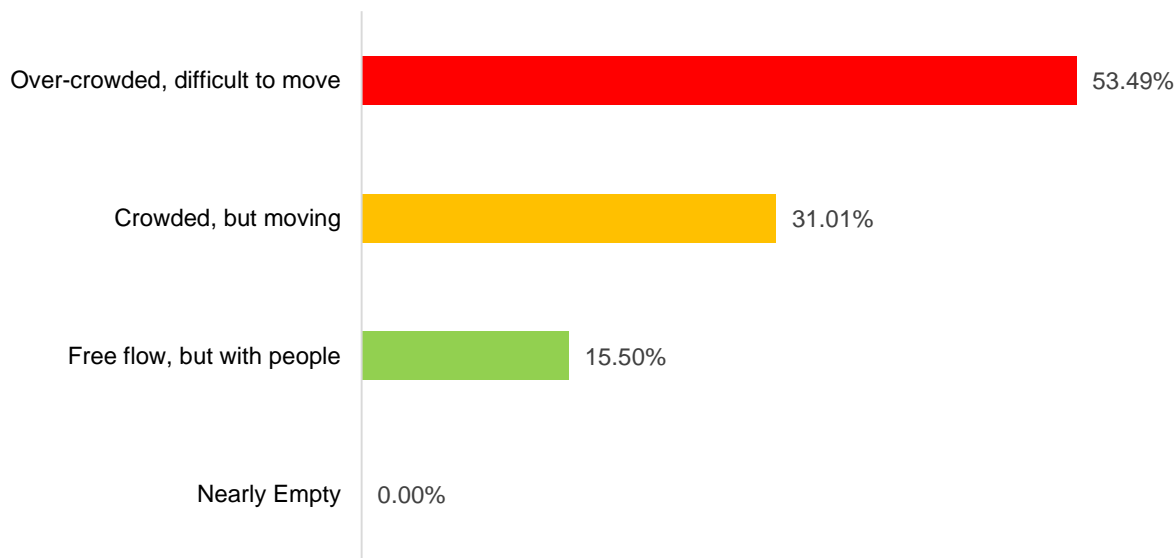
How did you get here today?



Thomson Ave Survey Results

More than half of the participants said that the sidewalks are usually over-crowded making it difficult to move. A sizeable percentage of people also claimed that the sidewalks are usually crowded. None of the respondents chose, “Nearly Empty”, as their response to this question.

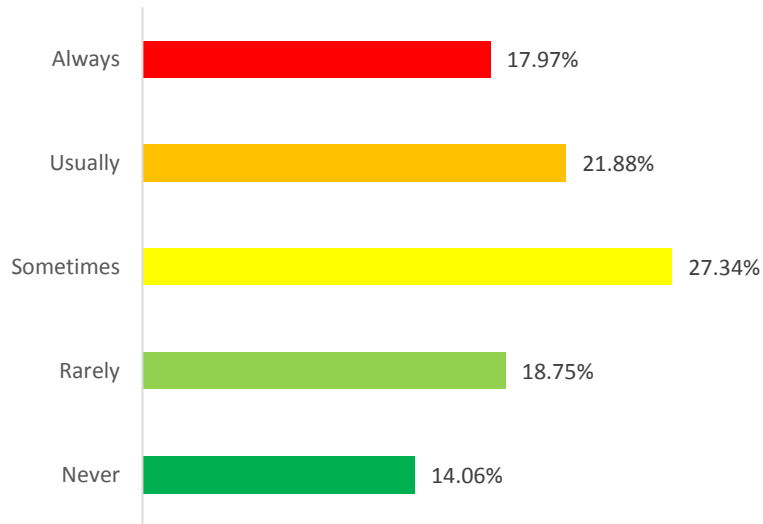
Typically, what is the flow of pedestrian traffic on the sidewalk on Thomson Ave?



Thomson Ave Survey Results

Overwhelming majority of the participants were delayed in some manner because of the sidewalk congestion.

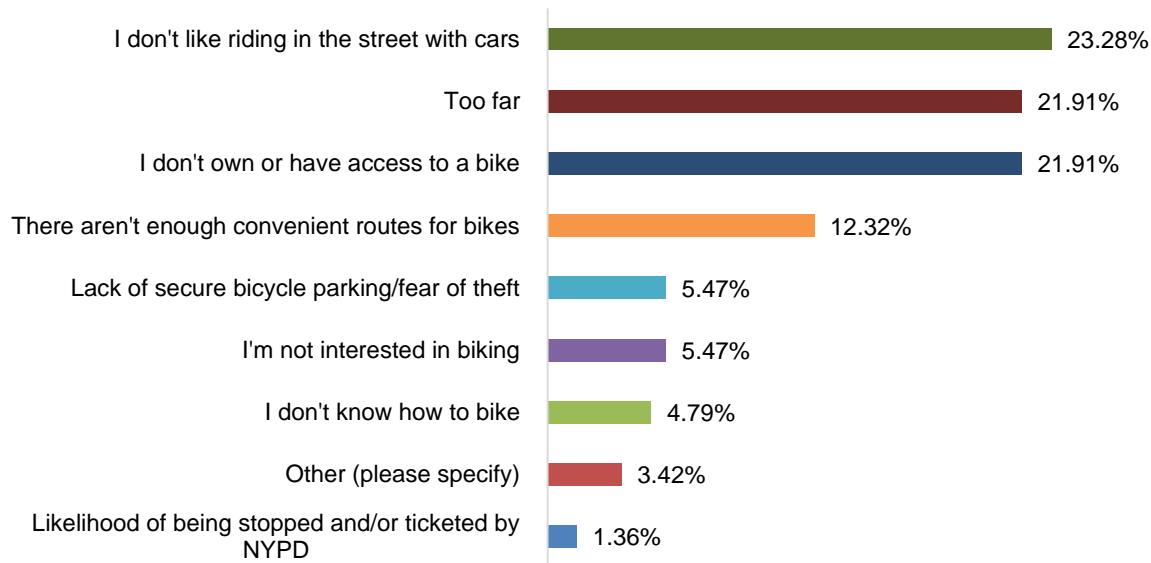
How often do you feel the sidewalk congestion delays your arrival time?



Thomson Ave Survey Results

Most people choose not to ride a bike mainly because of a combination of three things. They don't like riding in the street with cars, their destination is too far or they don't own or have access to a bike.

What are the reasons you choose not to bike?



Thomson Ave Survey Results

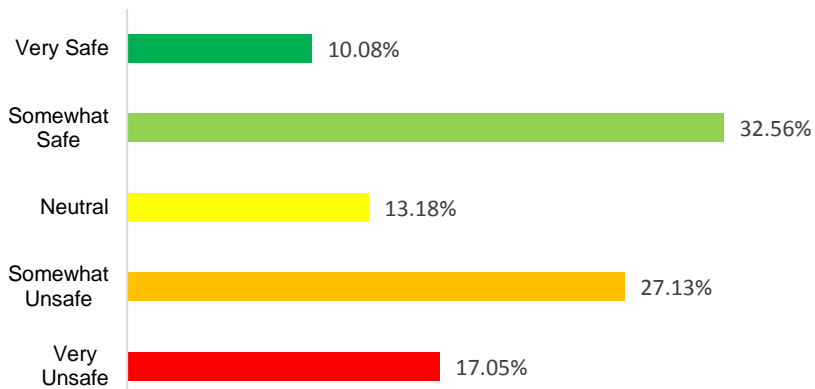
Participants were asked to rank their desirable SIPs in order, 1 being the most desirable and 5 being the least desirable. Participants overwhelmingly chose Expanded Sidewalks as their 1st choice and No Changes as their 5th choice.

Ratings	Category
1.98	Expanded Sidewalk
2.56	Parked Cars to Protect from Traffic during peak hours
2.79	Bikes Lanes on Thomson
2.85	Drop Off/Loading Zones
4.79	No Changes

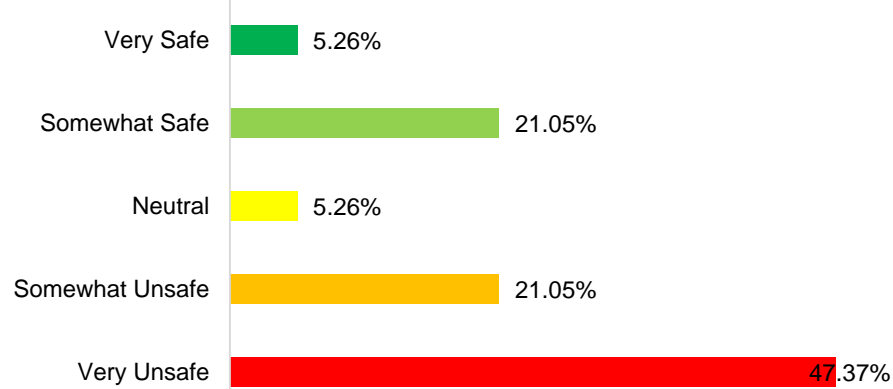
Thomson Ave Survey Results

Majority of pedestrians thought it was somewhat safe, while a sizeable amount did say they felt somewhat unsafe from traffic. Majority of cyclists felt very unsafe from traffic on Thomson Ave. Most of the drivers felt somewhat safe when asked about their level of safety while driving around Thomson Ave.

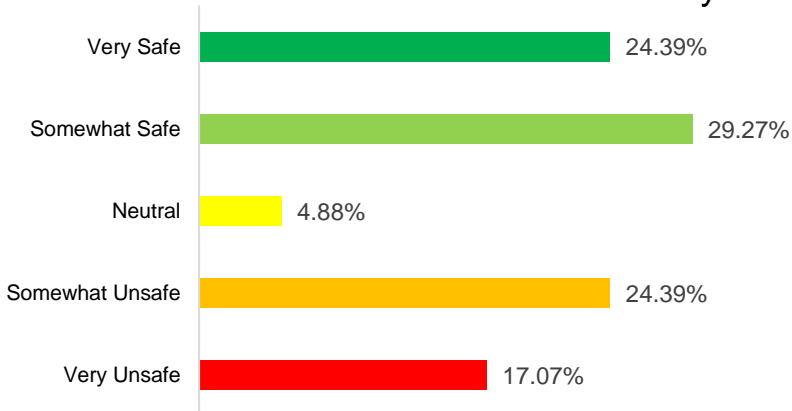
Pedestrian Level of Safety



Cyclist Level of Safety

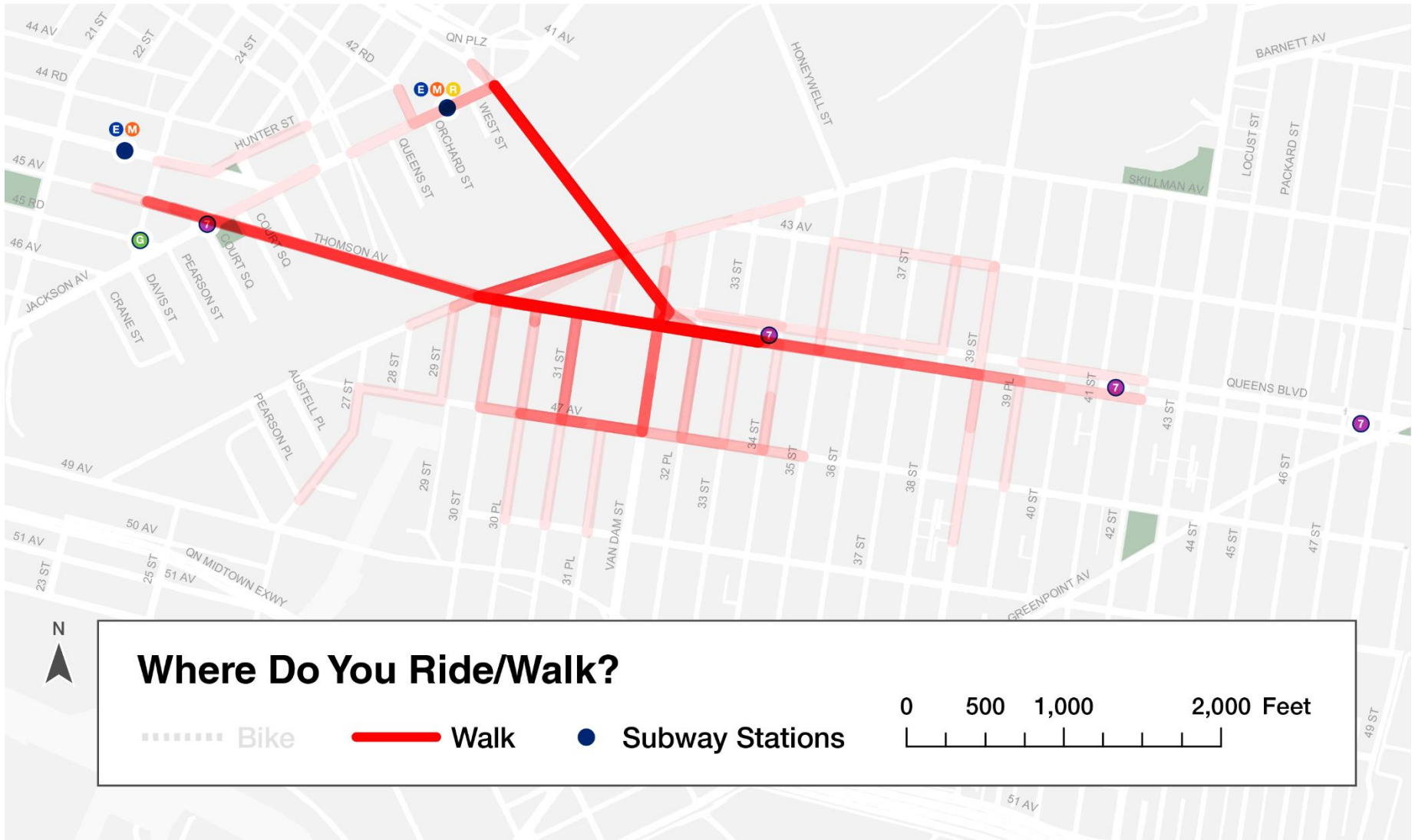


Driver Level of Safety



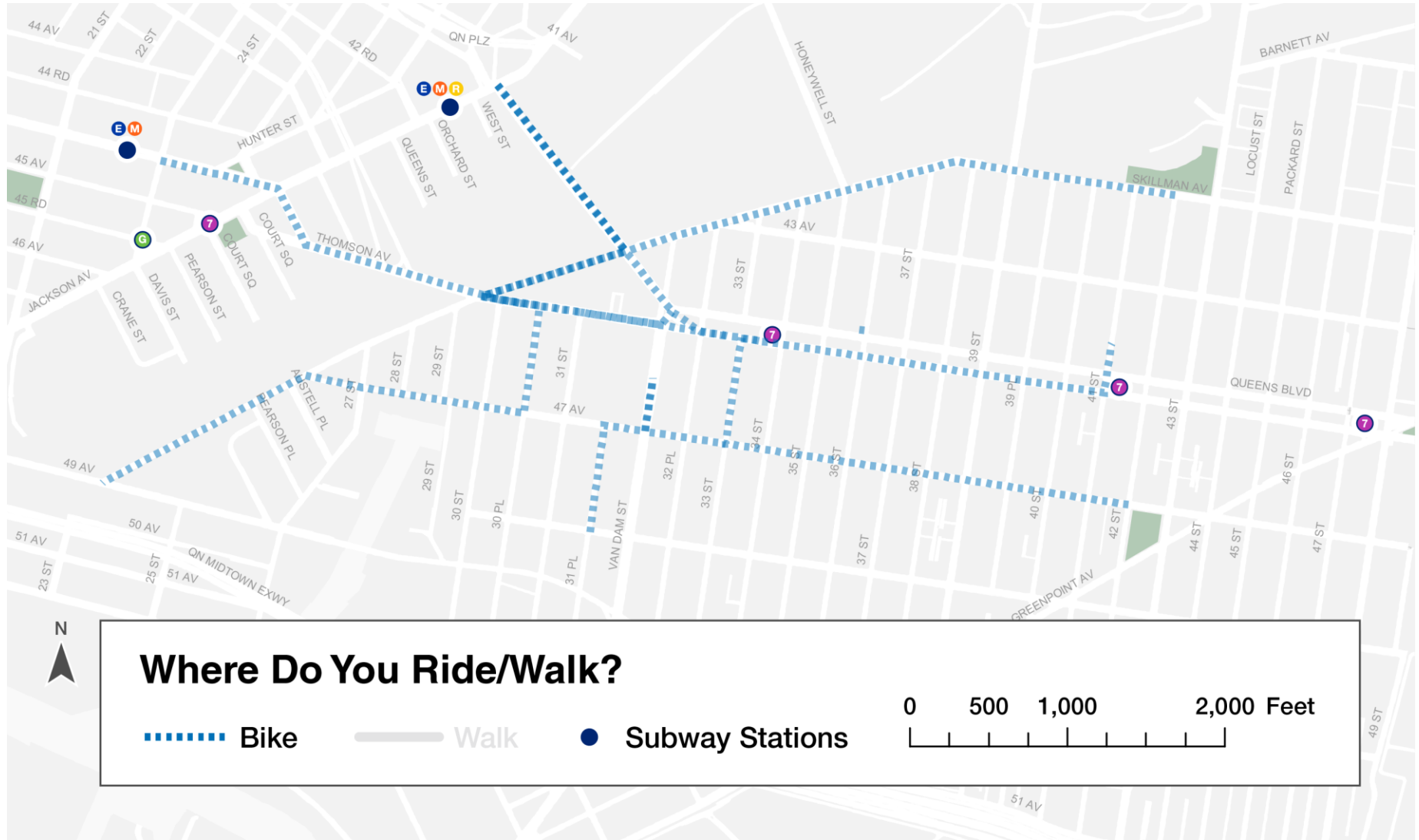
Thomson Ave Survey Results

Pedestrian Route Heat Map of frequently used walking routes along Thomson Ave



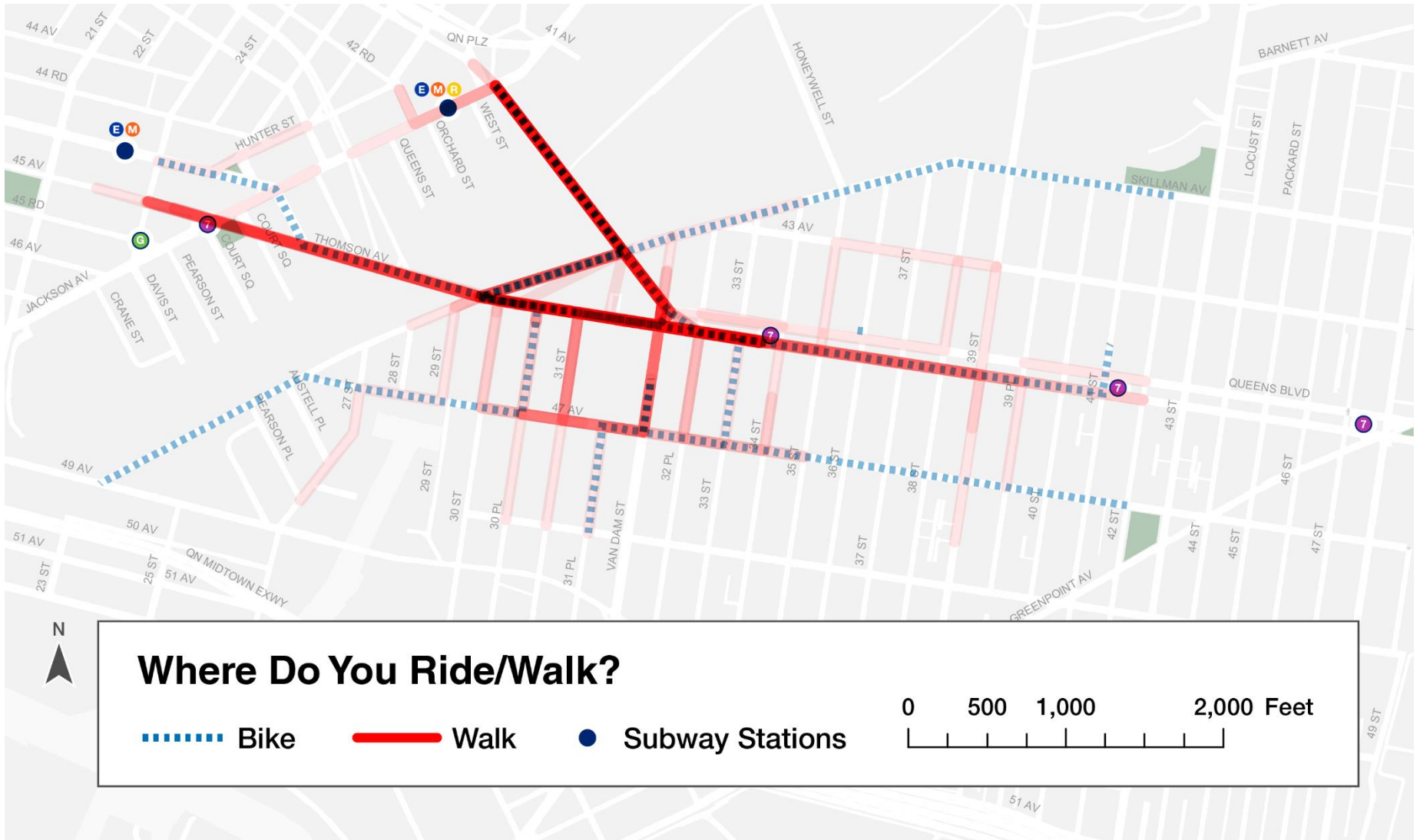
Thomson Ave Survey Results

Pedestrian Route Heat Map of frequently used biking routes along Thomson Ave



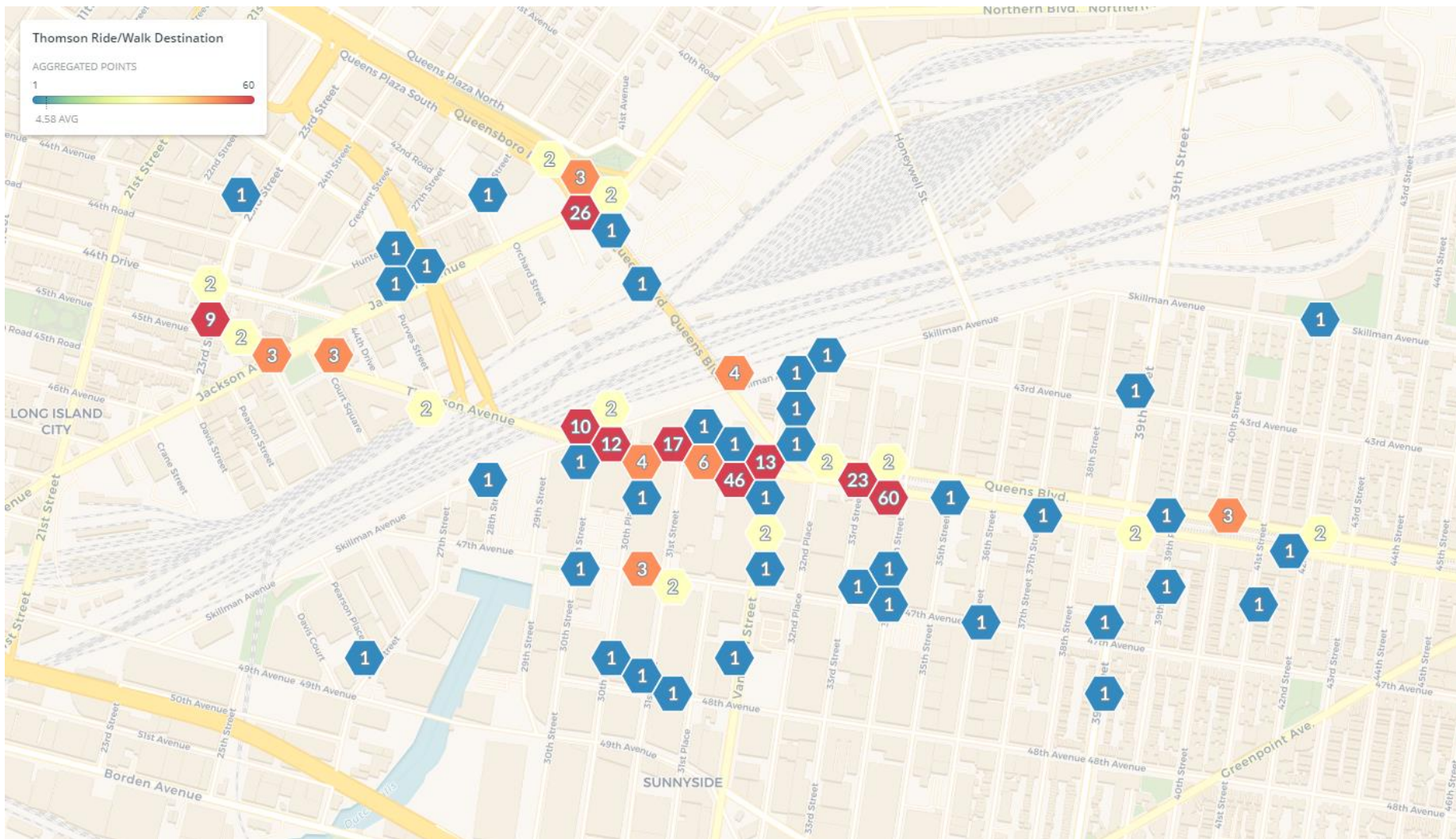
Thomson Ave Survey Results

Pedestrian Route Heat Map of frequently used walking and biking routes on Thomson Ave



Thomson Ave Survey Results

Combination of origin and destination points of respondents' travel patterns around Thomson Ave.



Photos

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LaGuardia CC Health Fair

Participants taking surveys and interacting with the Street Ambassadors.



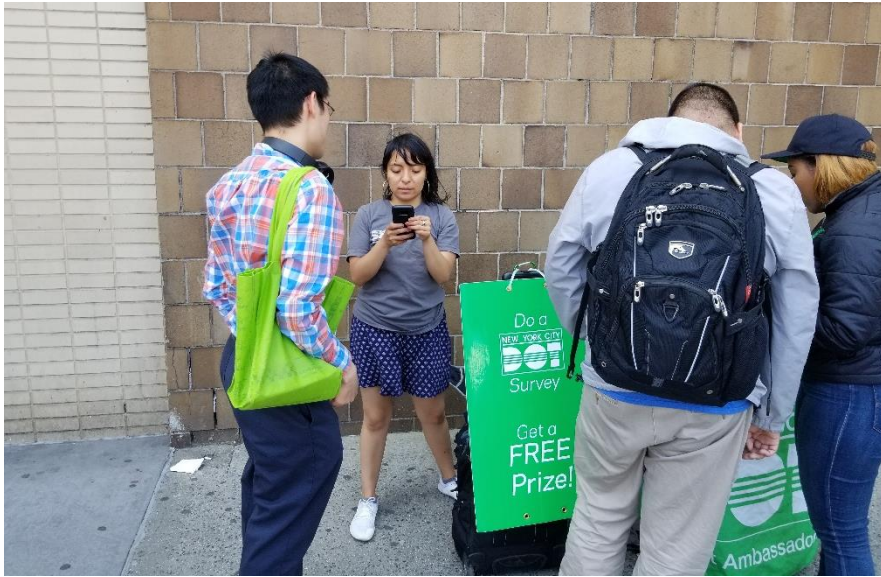
LaGuardia CC Outside E Building - Day 1

Participants taking surveys and interacting with the Street Ambassadors.



LaGuardia CC Outside E Building - Day 2

The Street Ambassadors educating New Yorkers on potential SIPs for Thomson Ave.



Appendix

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Thomson Ave Survey



Thomson Ave Survey

Hello! Thanks for participating in this survey about your experiences traveling on Thomson Ave. This survey should take 2 to 4 minutes to complete. Thank you!

1. Location

- LaGuardia Health Fair
- Indoor LaGuardia Location
- Thomson Ave Sidewalk

2. What is your home zip code?

3. What is your relationship to Thomson Ave? (List all options below and select all that apply)

- I live here
- I work here
- I go to LaGuardia Community College
- I go to high school (or some other school) here
- I visit friends and/or family here
- I shop/run errands/go to gym/salon/medical visit here
- I attend religious services here
- I visit restaurants/bars/social venues here
- This is my first time visiting
- I'm just passing through
- Other

Thomson Ave Survey

4. How did you get here today? (Select all that apply)

- Walk
- Subway
- Bus
- Via Mobility Device
- Drive Alone
- Drive with someone (carpool)
- Dropped Off
- For hire vehicle taxi/Uber/Lyft etc.
- Motorcycle
- Personal Bike
- Citi-Bike

5. If respondent filled out bike/walk map, enter map number here

6. How safe do you feel from traffic when traveling as a pedestrian, driver or cyclist on Thomson Ave?

Pedestrian	Very Safe, Somewhat Safe, Neutral, Somewhat Unsafe, Very Unsafe, N/A
Driver	Very Safe, Somewhat Safe, Neutral, Somewhat Unsafe, Very Unsafe, N/A
Cyclist	Very Safe, Somewhat Safe, Neutral, Somewhat Unsafe, Very Unsafe, N/A

Thomson Ave Survey

7. Typically, what is the flow of pedestrian traffic on the sidewalk on Thomson Ave?

- Over-crowded, difficult to move
- Crowded, but moving
- Free flow, but with people
- Nearly empty

8. How often do you feel the sidewalk congestion delays your arrival time?

- Always
- Usually
- Sometimes
- Rarely
- Never

9. If you don't bike, what are the reasons you choose not to bike? (Select all that apply)

- I don't like riding in the street with cars
- There aren't enough convenient routes for bikes
- I don't know how to bike
- I don't own or have access to a bike
- Lack of secure bicycle parking/fear of theft
- Medical/physical condition
- Likelihood of being stopped and/or ticketed by NYPD
- I'm not interested in biking
- Too far
- Other

Thomson Ave Survey

10. Please rank potential street improvements in your order of preference

- Expanded Sidewalk
- Drop off/Loading Zones
- Bikes Lanes on Thomson
- Parked Cars to Protect from Traffic during peak hours
- No Changes

11. Additional Comments?

12. How do you identify in terms of gender? (Select all that apply)

- Male
- Female
- Trans male/ Trans man
- Trans female/ Trans woman
- Genderqueer/Gender non-conforming/Gender fluid
- Prefer not to say
- Different identity (please state)

Thomson Ave Survey

13. How do you identify in terms of race/ethnicity? (Select all that apply)

- White
- Black or African American
- Hispanic or Latino
- Middle Eastern or North African
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity or origin
- Prefer not to say

14. What is your age? (Enter 0 if they prefer not to say)

DONE