

NYC's Story

Building buy-in and support for land use and transportation projects

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Policy Precedents



Our goals for achieving a greener, greater New York



Housing and Neighborhoods

Create homes for almost a million more New Yorkers while making housing and neighborhoods more affordable and sustainable



Transportation

Expand sustainable transportation choices and ensure the reliability and quality of our transportation network



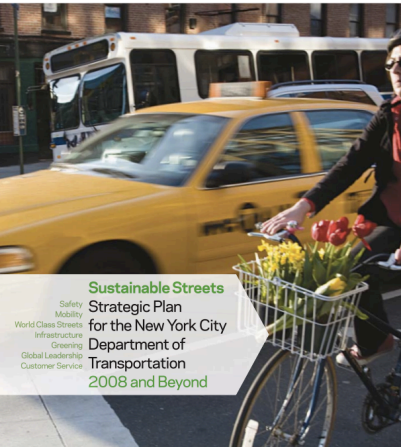
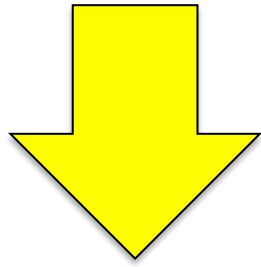
Parks and Public Space

Ensure all New Yorkers live within a ten-minute walk of a park



Energy

Reduce energy consumption and make our energy systems cleaner and more reliable



- Cut traffic fatalities by 50% from 2007 levels
- Implement bus rapid transit lines and improve bus speeds citywide
- Double bike commuting (over 2007) by 2012 and triple it by 2017.
- Initiate citywide parking policies to manage curb space and reduce congestion
- Rethink the way we use street space and improve the public realm

Sustainable Streets
Safety
Mobility
World Class Streets
Infrastructure
Greening
Global Leadership
Customer Service
Strategic Plan
for the New York City
Department of
Transportation
2008 and Beyond

**Framing: These improvements
are for everyone.**



People who bike are just like you & I.



Still some reporters still think bicyclists are all like these guys...



Temporary Events & Pilots: Try it before you buy it.



Pilot Projects Greenlight for Midtown



Pilot Projects

Greenlight for Midtown





9th Avenue Bike Lane first year of operation:

- Crashes of all kinds down 56%
- Bicycle volume up by 50%

By Application Only.

Expression of Interest to Organize a Weekend Walk

Please complete the following form with as much of the requested information as possible. This form is not binding and if your site is selected will be considered as a starting point for further developing your temporary pedestrian street. DOT will call to explore your proposal with you further. If you need additional space for description please attach more sheets to this form. First priority will be given to proposals outside of the Manhattan core (below 110th Street) and should be submitted by email to weekendwalks@dot.nyc.gov by November 15, 2011.

First name:

Last name:

Organization:

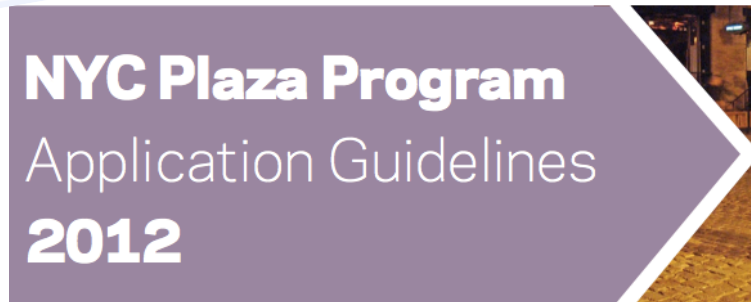
Title:

Street Address:

Borough:

Email Address:

Proposed dates of the Weekend Walk (tentative):



Plazas Application Process

Criteria for Rating Proposals:

- Open Space
- Community Initiative
- Site Context
- Capacity
- Income Eligibility

NYC Plaza Program - 2011 Application for Sponsoring Organization

Please read through the Plaza Program Guidelines before completing the application

ORGANIZATIONAL INFORMATION		
Name of Sponsoring Organization:		
EIN/Date of Incorporation:	EIN:	Date:
NY State not-for-profit status:	Active <input type="checkbox"/>	Inactive <input type="checkbox"/> Pending <input type="checkbox"/>
Address:		
	City:	
	State:	Zip:
Phone Number:		
Fax Number:		
Website:		
Executive Director/Paid Staff Head:		
Contact Person and Title:		
Contact's Address:		
	City:	
	State:	Zip:
Contact's Telephone:		
Contact's E-mail:		

AREA SERVED BY ORGANIZATION	
Borough:	
Community Board(s):	
Neighborhood(s):	

Plazas

“On Wednesday, the Fulton Area Businesses Alliance earned the support of Community Board 2 for its plan for a vibrant, green community plaza on the eastern side of the bowtie intersection of Lafayette Avenue and Fulton Street – one that would “dramatically change the area” by completely cutting off a portion of South Elliot Place...”

– Brooklyn Paper, June 2010



Weekend Walks



Slow Speed Zones



The Bronx: Claremont, Mt. Eden, Baychester, Eastchester, Riverdale

Brooklyn: Boerum Hill

Manhattan: Inwood

Queens: Corona, Elmhurst, Jackson Heights/East Elmhurst, Auburndale

Staten Island: New Brighton/St. George, Dongan Hills, Rosebank

Explain Your Lane



Download: greenlaneproject.org/explain-your-lane/

Keep in Touch!

Dani Simons

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Ten Tips

- 1) Put projects in the context of a bigger vision, link them to the city's policy goals.
- 2) Show how projects are the evolution of other work the city has done to expand transportation and housing options.
- 3) Create a communications and outreach plan early, and share this plan with key project staff members.
- 4) Decide who will be in charge of each piece, and allocate sufficient staff time to communications and outreach. Each of these staff must be comfortable talking about the project.
- 5) Identify and engage with community and business groups and NGOs that are likely to support the project early on and work with them throughout.

Ten Tips Continued

- 6) Collect data before the project to benchmark existing conditions.
- 7) Share data, images and stories to help broaden the understanding of the diversity of people who these projects benefit.
- 8) Listen to public concerns and seek effective solutions. Address serious issues early in the process.
- 9) Collect data after and document the project. Demonstrate what works and fix what doesn't.
- 10) Celebrate success and build on it for the next project.