



**BROOKLYN BRIDGE
ESPLANADE:**

**COMMUNITY OUTREACH
OVERVIEW**

NYC ECONOMIC
DEVELOPMENT
CORPORATION

STARR WHITEHOUSE

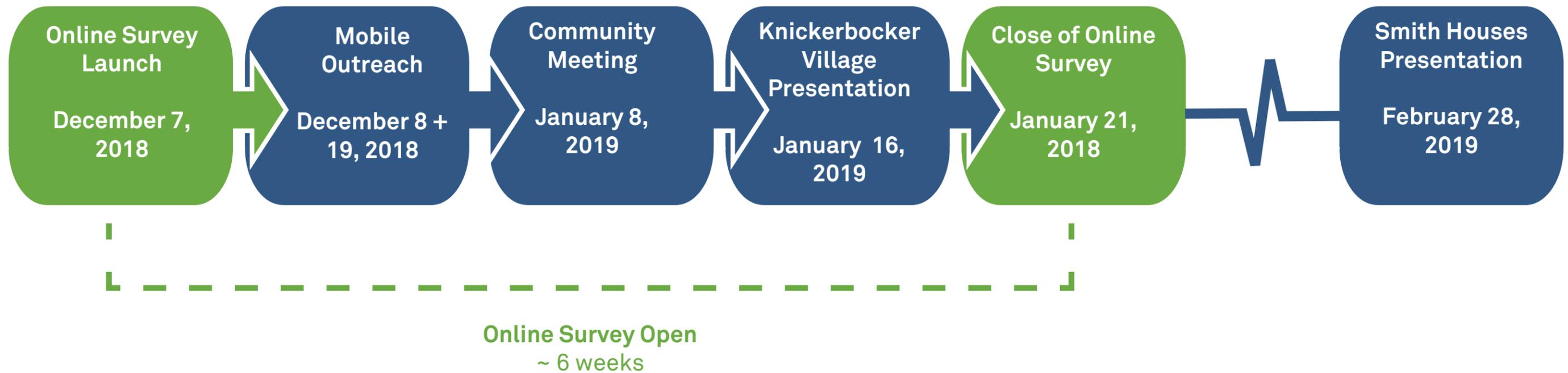
February 14, 2018

This project is made possible by a grant from the Lower Manhattan Development Corporation, which is funded through Community Development Block Grants from the U.S. Department of Housing and Urban Development.

Andrew M. Cuomo, Governor • Bill de Blasio, Mayor



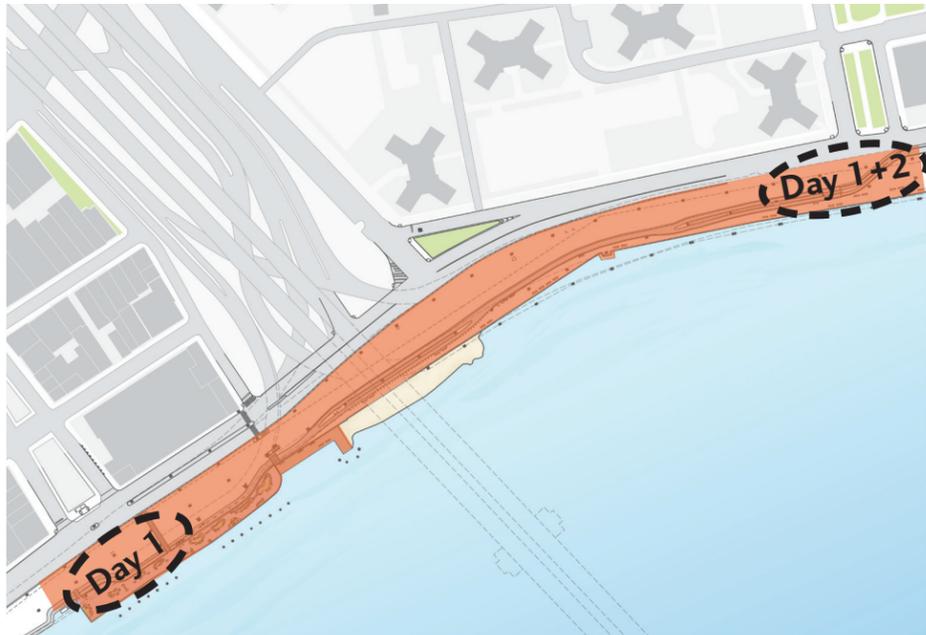
OUTREACH TIMELINE



MOBILE OUTREACH

- Team conducted two mobile outreach events on site in December 2018
- Mobile outreach included surveys and vision board activities
- 37 in-person surveys were completed in two languages (English and Chinese)
- Team distributed flyers with information about the upcoming community meeting and a link to the online survey

Locations of Mobile Outreach

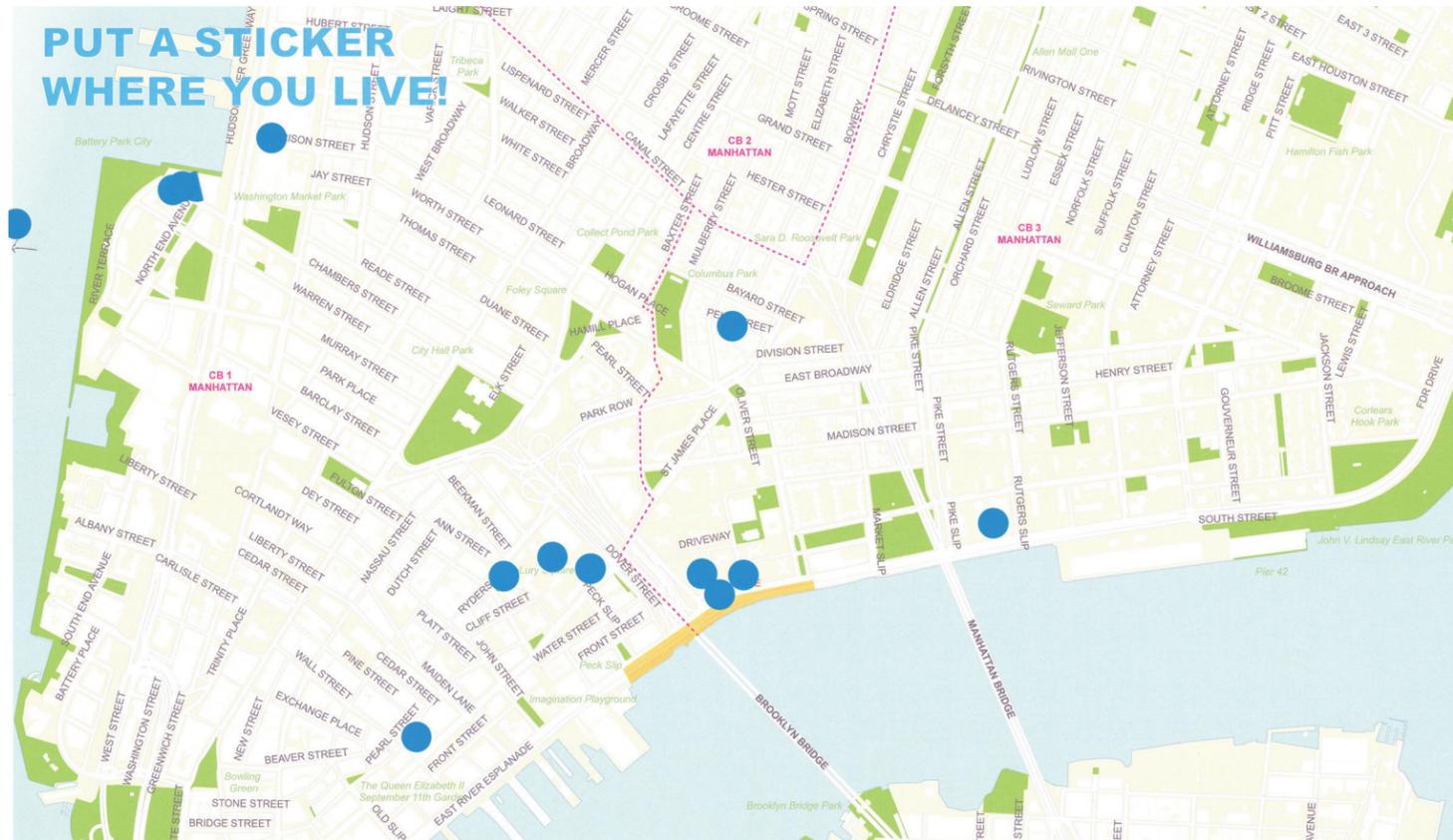


BROOKLYN BRIDGE ESPLANADE - NYC EDC



COMMUNITY MEETING

- The community meeting was held at Office of the Manhattan Borough President on January 8th from 6:30 - 8 PM
- Meeting goal was to introduce the scope of the project to the community and identify planning and design priorities for the future reconstruction of the esplanade
- A total of 31 attendees signed in; many indicated they live or work in the area (through sign-in sheet and/or map)



KNICKERBOCKER VILLAGE

Tenant Association Presentation

- The outreach team presented the Brooklyn Bridge Esplanade project at the Knickerbocker Village Tenants Association meeting the evening of January 16th, 2019
- The team presented in both English and Chinese
- Attendees expressed a desire for improvements to the esplanade at Catherine slip, including enhanced lighting and additional pest control
- Programming desires included additional adult fitness equipment, tables games, and child-friendly play areas

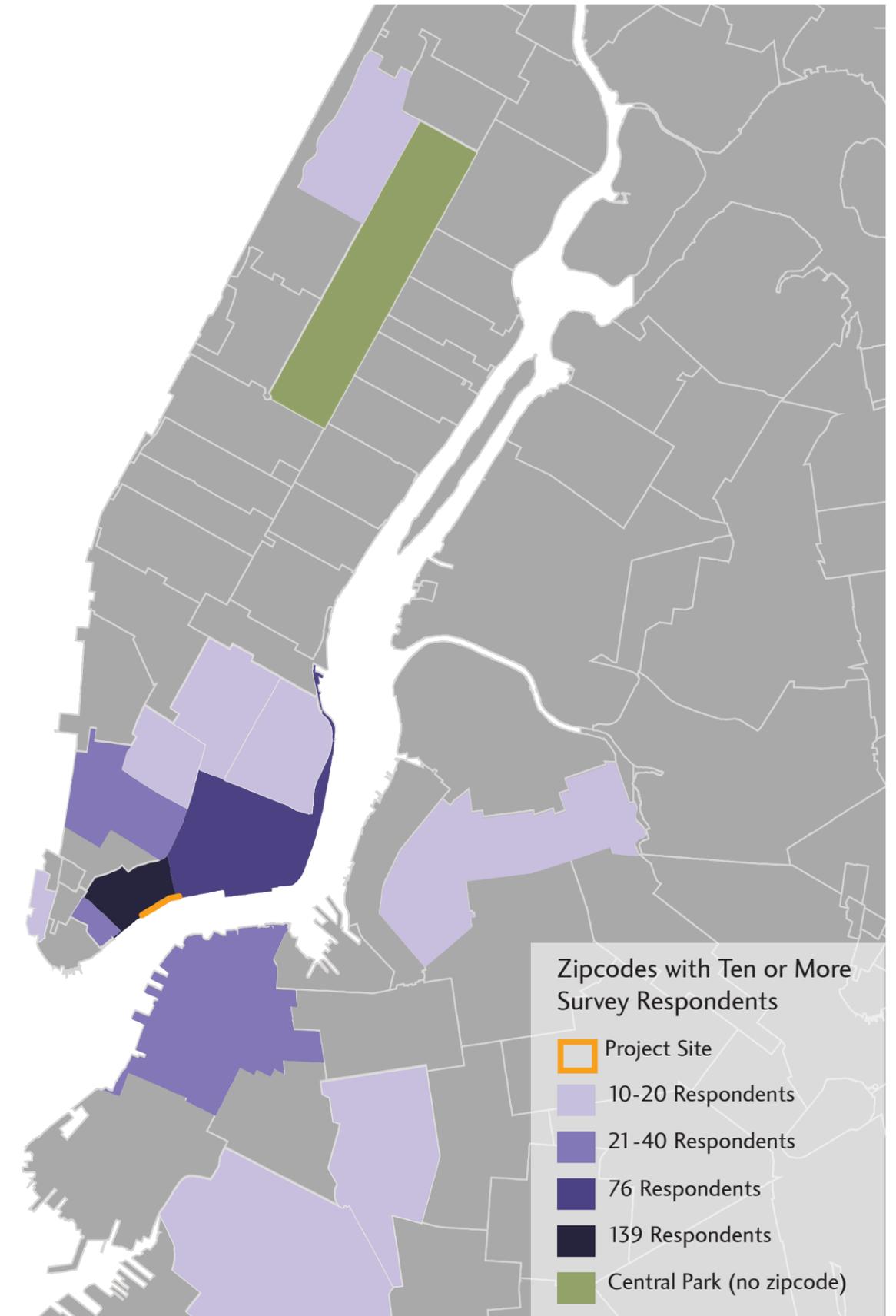


SURVEY RESPONSES

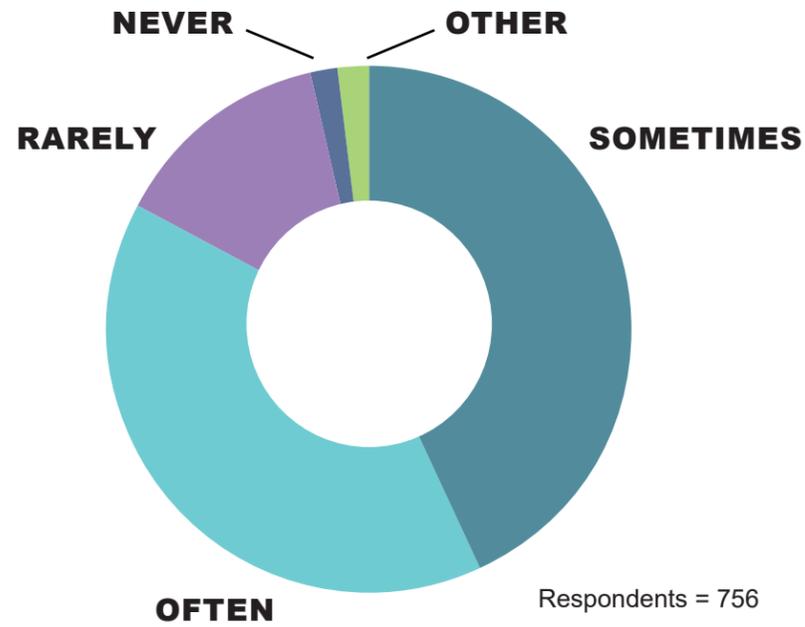
- 756 individuals responded to the survey, either online or in person, between December 7th and January 21st
- Responses were recorded in English, Chinese, and Spanish
- The majority of respondents were local residents, though many of the in-person survey respondents were tourists

Top Responding Zipcodes:

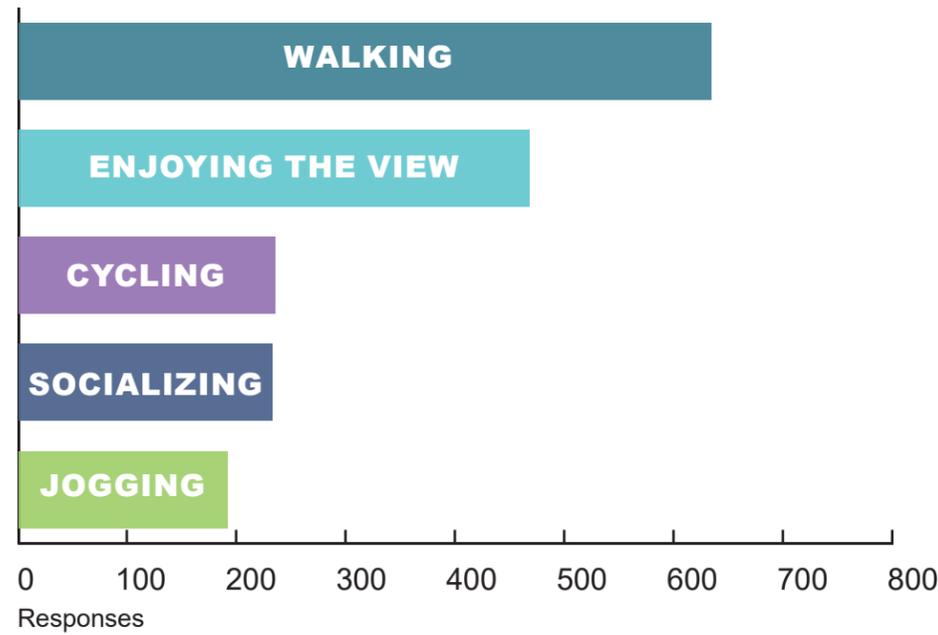
10038	139
10002	76
10005	37
11201 + 10013	25
10013	25
10004	24
10009	16
10003	15
11238	14
11215	12
10280	11
10012, 11211, + 10025	10



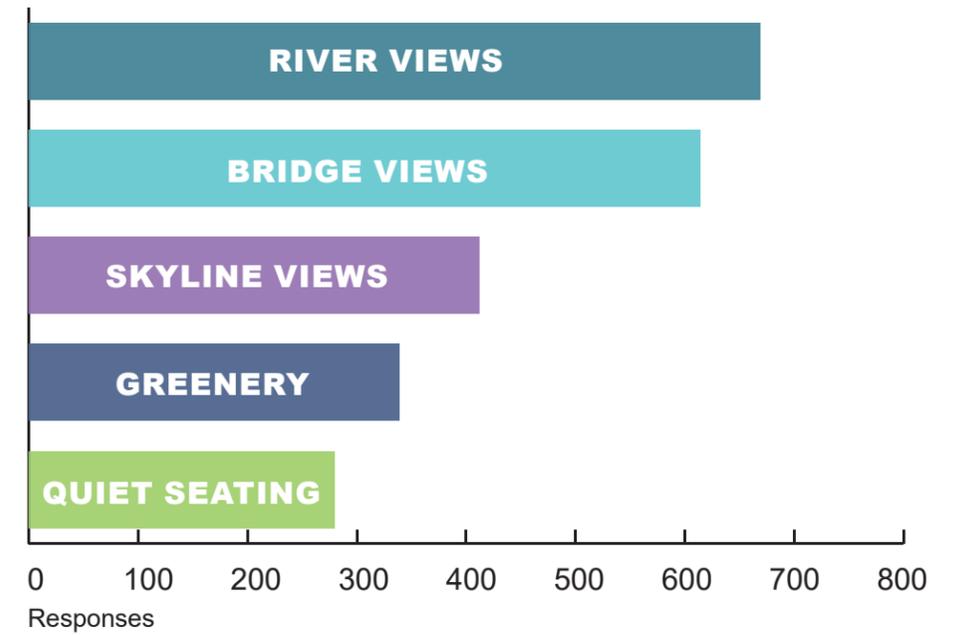
SURVEY RESULTS



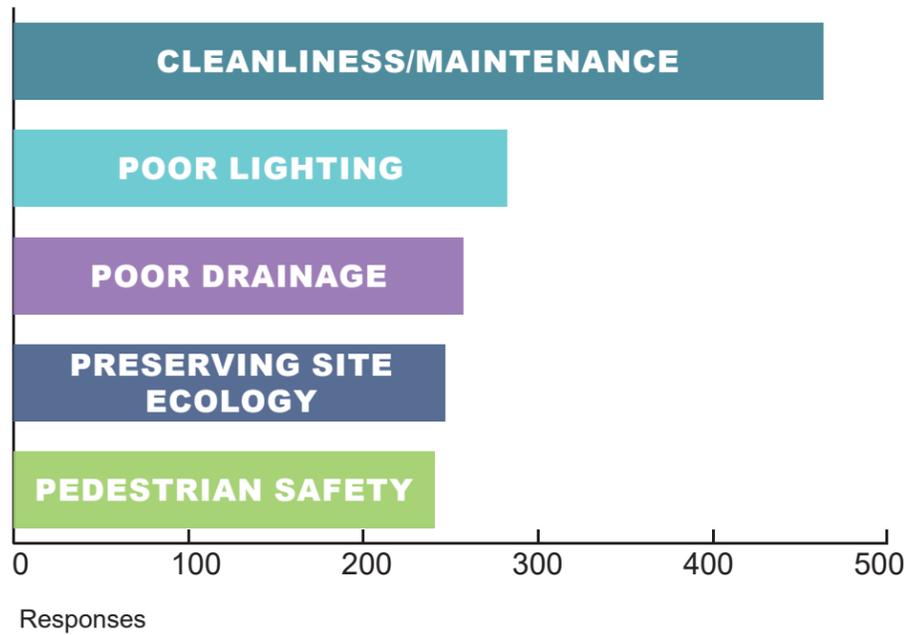
HOW OFTEN DO YOU VISIT THE BROOKLYN BRIDGE ESPLANADE?



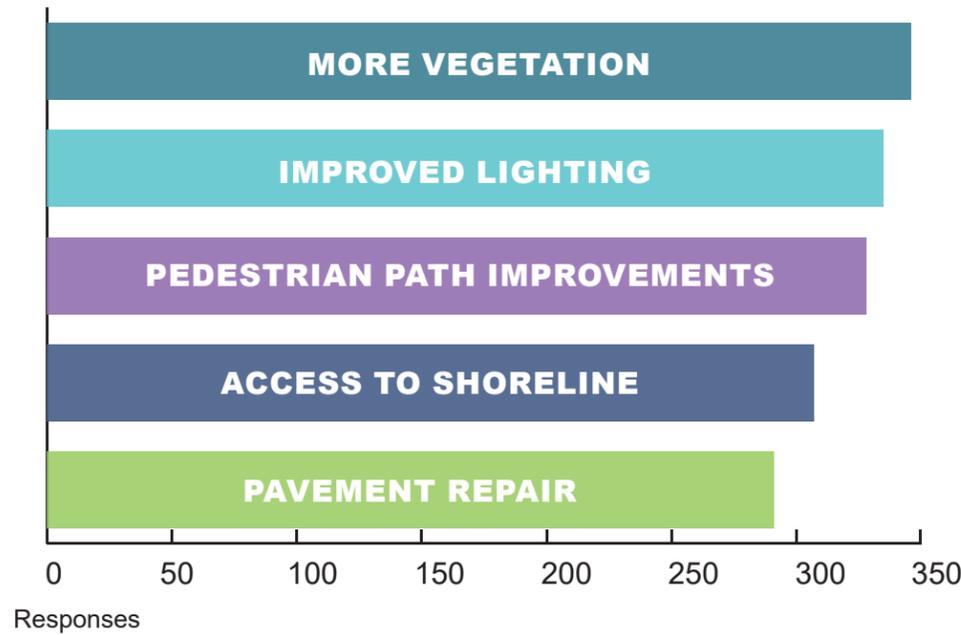
TOP 5 CURRENT USES



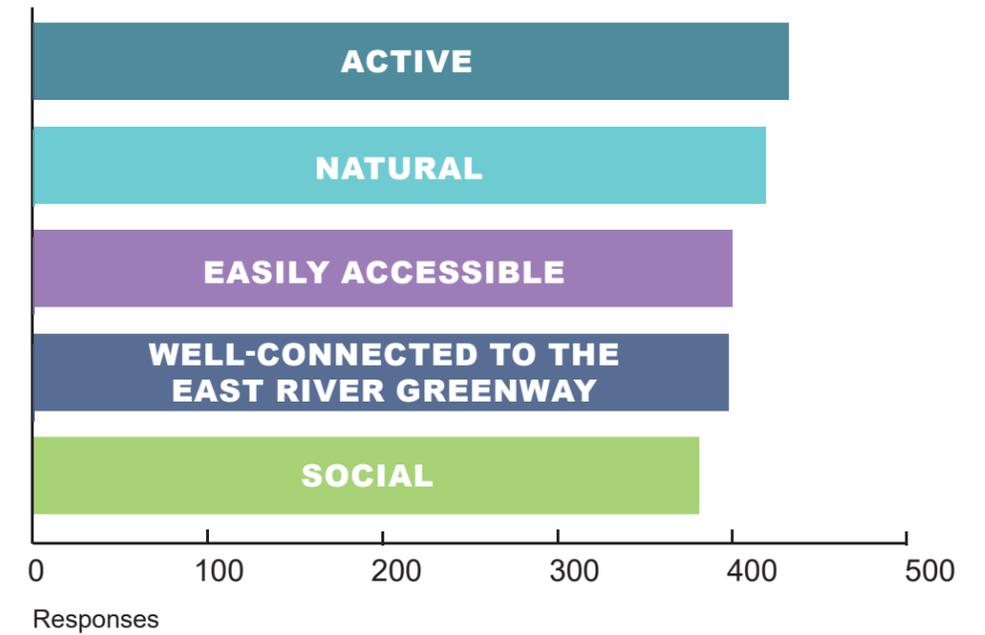
TOP 5 FAVORITE ELEMENTS



TOP 5 CONCERNS



TOP 5 PREFERRED ENHANCEMENTS



TOP 5 RESPONSES: THE REDESIGNED ESPLANADE SHOULD BE...