

District 32

Queens

Council Member Eric Ulrich



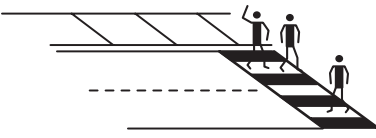
Repave paths in Forest Park



Upgrades at Richmond Hill Library



School Upgrades




Paving along Woodhaven Boulevard



Installation of Real Time Bus Clocks



Improvements to Broad Channel Park




ADA-Compatible Swing Sets



Sea-themed Statue



School Upgrades



Additional funding for Performance Space



Median resurfacing and beautification

Brooklyn

District 32

Council Member Eric Ulrich

Council Member Eric Ulrich's district in Queens covers 14 neighborhoods in Queens. District 32 was unique among participating districts this cycle in establishing two separate ballots for the geographically distinct neighborhoods of the district: one for the neighborhoods on and around the Rockaway peninsula, which include Breezy Point, Belle Harbor, Rockaway Beach and Broad Channel among others, and another for the 'mainland' neighborhoods of Woodhaven, Richmond Hill and Ozone Park.

Much of the district (42%) identifies as White, with slightly more than a third (35%) identifying as Hispanic or Latino/a, 15% as Asian, and 9% as Black or African-American. Nearly a third (32%) report that their highest level of education is a high school diploma or GED, while 49% have at least some college education. The majority of the district (59%) has an annual household income of \$50,000 or above, and 26% earn \$100,000 or more a year. 44% of residents report a language other than English as their primary language, with 27% indicating Spanish, and 17% listing another language. More than a third (39%) of district residents were born outside the United States.

Limited data was collected from District 32 due to low survey return rates, so the information gathered provides a snapshot of only some PB participants. The people who did complete surveys were more likely to be White, born in the U.S., speak English and have higher incomes than the general voting-age population of the district. There was a dip in overall participation this cycle as compared to last, though the full district was included in the PB process this cycle. This may be an ongoing effect of the impact of Hurricane Sandy on the district, and also points to the need for ongoing outreach and engagement efforts. Most of the projects on the two District 32 ballots were for parks and recreation, with several for schools and libraries, transportation and community facilities.

*"I was proud to be the first elected official from Queens to give my constituents a real say in how their money is being spent... This is a great chance for anyone who wants to have a voice in the decision-making process or has an idea for a project that would benefit the community to step up and get involved."*⁷⁷

(Council Member Eric Ulrich, District 32)

District 32 Overall

Population:

154,769

Number of PB

Participants:

983

Neighborhoods:

Belle Harbor

Breezy Point

Broad Channel

Hamilton Beach

Lindenwood

Neponsit

Ozone Park

Rockaway Beach

Rockaway Park

South Ozone Park

South Richmond

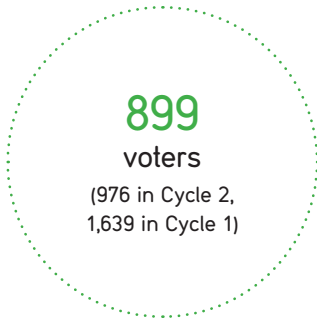
Hill

Woodhaven

* Note that the secondary data used throughout this section derives from several sources: the 2010 Decennial Census and the American Community Survey 2008-2012 five year estimates are used for demographic data of district residents, and data about 2013 local election voters comes from the Voter activation Network and Catalist. For more on these data sources, see the appendix of this report.

Who Participated in District 32?

In District 32, PB Engaged 983 people, including: 70 neighborhood assembly participants, 22 budget delegates, and 899 voters. Overall participation in PB decreased from the previous cycles. This is possibly a continued result of the impact of Hurricane Sandy on the district, and indicates a need for ongoing outreach and engagement work in the district. Demographic information was collected at key points during the process. District 32's surveys, particularly during the vote, had very low rates of return. As a result, that data cannot be used to draw conclusions about overall participation in the district, and provides only a snapshot of some participating district residents:



Race/Ethnicity

- A majority of survey respondents identified as White: 94% of PB voters and 71% of neighborhood assembly attendees. This compares to 69% of PB voters last cycle, 45% of voting-age district residents, and 65% of 2013 local election voters.
- 13% of neighborhood assembly attendees and 3% of surveyed voters identified as Black or African-American, compared to 7% of voting-age district residents and 6% of 2013 local election voters.
- 16% of neighborhood assembly attendees and 4% of surveyed PB voters identified as Hispanic or Latino/a, compared with 30% of voting-age district residents and 20% of 2013 local election voters. Last cycle, 11% of PB voters identified as Hispanic or Latina/o.



Language and Country of Birth

- People born outside of the United States were underrepresented at neighborhood assemblies (14%) and the PB vote (5%) compared to the overall voting-age district population (44%). This compares with 15% of surveyed Cycle 2 voters.
- People who reported that English was their primary language were overrepresented at the neighborhood assemblies (100%) and PB vote (97%) compared to the overall voting-age district population (55%). This is an increase from last cycle, where 89% of surveyed PB voters reported English as their primary language.



Gender

- Women made up the majority of neighborhood assembly participants (70%) and PB voters surveyed (68%). This compares to 62% of PB voters last cycle, 52% of voting-age district residents, and 54% of 2013 local election voters.



Income

- A greater percentage of people with household incomes above \$50,000 voted in PB this cycle than in Cycle 2 (74% compared to 34%). This compares with 59% of households in the district.
- People with incomes under \$35,000 were underrepresented at the neighborhood assemblies (22%) and the PB vote (7%) compared to the district population (26%).
- A greater percentage of people with household incomes below \$50,000 voted in PB than in the 2013 local elections (26% and 14%, respectively).



Age

- People between 15 and 24 years old were underrepresented at the neighborhood assemblies (7%) and among surveyed PB voters (0%) compared to the PB-eligible* district population (16%).
- Data shows that a greater percentage of surveyed PB voters 65 years and older this cycle as compared to Cycle 2 (37% compared to 13%). However, many of the surveys that were collected were from a vote site at a senior citizens center. This compares to 32% of voters in the 2013 local elections and 16% of district residents.

16% of neighborhood assembly attendees and 4% of surveyed PB voters identified as Hispanic or Latino/a.

Compared to 30% of voting-age district residents, 20% of 2013 local election voters, and 11% of PB voters in Cycle 2.

* Note that for comparisons of age, the Census data used was for district residents ages 15 and above. This is the closest approximation of PB-eligible residents that is available.



Education

- People between 15 and 24 years old were underrepresented at the neighborhood assemblies (7%) and among surveyed PB voters (0%) compared to the PB-eligible district population (16%).
- Data shows that a greater percentage of surveyed PB voters 65 years and older this cycle as compared to Cycle 2 (37% compared to 13%). However, many of the surveys that were collected were from a vote site at a senior citizens center. This compares to 32% of voters in the 2013 local elections and 16% of district residents.

District 32 residents learn about the PB process at an informational session.



What were the civic engagement patterns of PB participants in District 32?

Previous Engagement with PB

- 86% of surveyed PB voters had not participated in this cycle of PB other than by voting. This is comparable with last cycle.
- 35% of neighborhood assembly participants and 38% of surveyed PB voters had participated in the previous cycle of PB. This compares with 20% of PB voters from last cycle.

Voting Patterns and Barriers

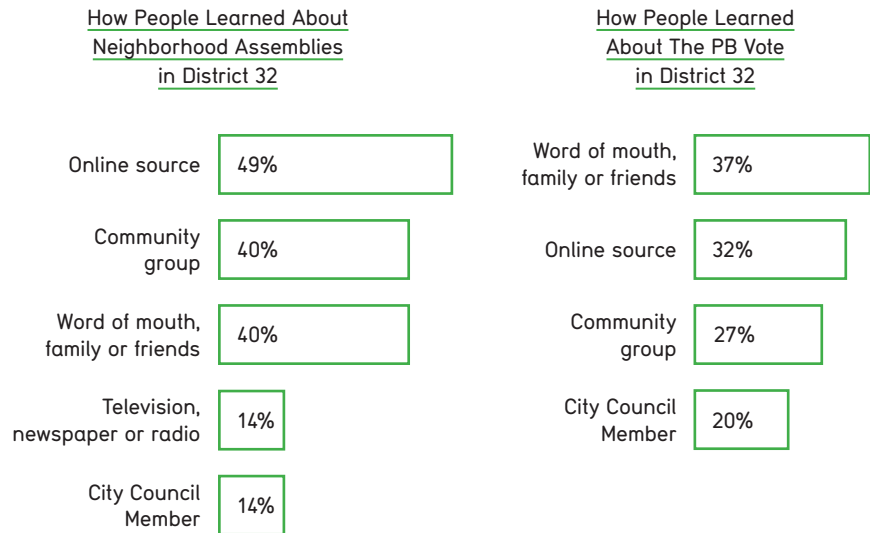
- 93% of neighborhood assembly participants and 100% of PB surveyed PB voters were registered to vote. This is comparable with last cycle.
- 3% of surveyed PB voters were unlikely voters in regular elections (reporting that they never, rarely or sometimes vote).

Working with Others in the Community

- 71% of neighborhood assembly participants and 66% of surveyed PB voters had never worked with others in their community to solve community problems. This is comparable to voters last cycle.

How did people hear about participatory budgeting in District 32?

Most surveyed PB participants heard about PB through an online source, through their social networks (family and friends or word of mouth), from a community group, or from the City Council Member.

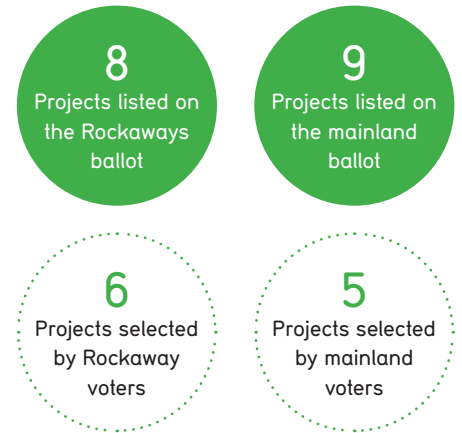


What were the priorities of District 32 PB voters, what projects made it to the ballot, and what won the vote?

In September and October of 2013, District 32 held neighborhood assemblies that allowed community residents and stakeholders to propose projects to improve their neighborhoods. District 32 is unique in having separate, concurrent processes in the two geographically separated portions of the district: the neighborhoods in the Rockaways and the “mainland” Queens neighborhoods of Woodhaven, Richmond Hill and Ozone Park.

Following the neighborhood assemblies, participants volunteered to be budget delegates and formed committees to develop specific projects from the ideas proposed at the neighborhood assemblies. This work resulted in the two District 32 PB ballots.

The following tables show the categories of projects that ended up on the ballot in District 32.



Projects on District 32 Rockaways Ballot

Total Number: 8
Average Cost: \$144,375



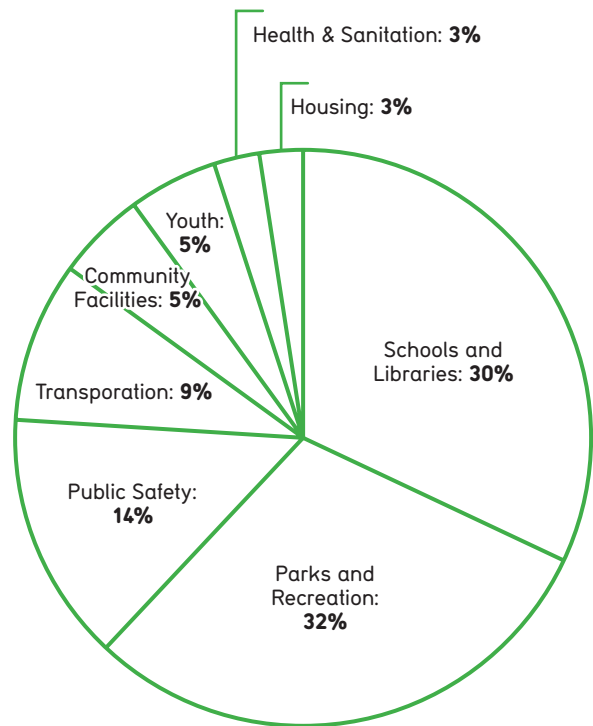
Projects on District 32 Mainland Ballot

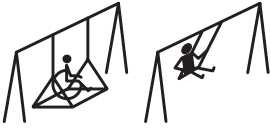
Total Number: 9
Average Cost: \$211,778



Which category of project that they voted for was most important to District 32 PB voters?

(N=66)





A Winning Project from District 32

ADA Compatible swing sets for children
 \$150,000
 340 votes

Various playgrounds in the Broad Channel & Rockaway neighborhoods will receive funding through this project to install ADA-compatible swing sets.

For some children with special needs, existing playground equipment may not be accessible. This project will expand access to equipment, making playgrounds more inclusive and ensuring that the swing sets can be utilized by a broader segment of the children in these communities.

Winning Projects

899 voters cast a ballot for up to 5 projects in District 32. The upper table shows the winning projects from the Rockaways ballot; the lower table shows the winning projects from the mainland ballot.

6 Winning Projects: District 32 Rockaways Ballot

<u>Project</u>	<u># of Voters</u>	<u>% of Voters</u>	<u>Cost</u>
Upping the Standards in Our Schools (School Upgrades)	475	53%	\$320,000
Resurfacing and Improvements to Broad Channel Park	341	38%	\$100,000
ADA Compatible Swing Sets for Children	340	38%	\$150,000
Median Resurfacing and Beautification	325	36%	\$100,000
Additional Funding for Performance Space	309	34%	\$200,000
Sea themed Statue/Project	298	33%	\$150,000
<u>Total</u>			<u>\$1,020,000</u>

5 Winning Projects: District 32 mainland Ballot

<u>Project</u>	<u># of Voters</u>	<u>% of Voters</u>	<u>Cost</u>
Technology Upgrades at PS 273, PS 60, PS 64 and New Fencing at JHS 210	137	15%	\$376,000
Installation of Real Time Bus Countdown Clocks	112	12%	\$80,000
Paving along Woodhaven Boulevard	106	12%	\$300,000
Repave the Pathways in Forest Park	96	11%	\$150,000
Upgrades at Richmond Hill Library	93	10%	\$100,000
<u>Total</u>			<u>\$1,006,000</u>

Lessons Learned/ Summary from District 32

District 32 was unique among participating districts this cycle in dividing its PB process in two—with the geographically separated portions of the district undertaking separate, simultaneous processes that produced two ballots. Participation this cycle was lower than last, though a greater portion of the district was included in the PB process this cycle. This dip in participation may be an ongoing effect of the impact of Hurricane Sandy on the district, and also points to the need for ongoing outreach and engagement efforts. While limited data was collected from the district, among those surveyed people of color, non-English speakers, people born outside the U.S., lower income people, and people with lower levels of formal education were underrepresented when compared with the overall voting-age population of the district. These findings indicate that targeted outreach to these communities, and the provision of translated materials and interpretation at meetings, would be beneficial. Council Member Eric Ulirch allocated slightly over a million dollars to the winning projects from each of the two ballots in the district—totaling a little above \$2 million for the 11 winning projects district-wide.

District 32 Demographics

		<u>Census Data</u> Age 18+	<u>Neighborhood Assemblies</u> N=45	<u>Difference Neighborhood Assemblies Years 2 & 3</u>	<u>Budget Delegates</u> N=14	<u>PB Voters</u> N=10	<u>Diff. PB Voters Years 2 & 3</u>	<u>Voters in 2013 Local Elections</u>	<u>Difference between PB & 2013 Voters</u>
<u>Gender</u> NA: N=43 BD: N=14 Voters: N=79	Female	52%	70%	-1%	29%	68%	+6%	54%	+14%
	Male	48%	30%	+1%	71%	32%	-6%	46%	-14%
	Other	N/A	0%	+0%	0%	0%	+0%	N/A	N/A
<u>Race/Ethnicity</u> NA: N=38 BD: N=13 Voters: N=68	Asian	12%	0%	+0%	0%	0%	+1%	4%	-4%
	Black	7%	13%	+3%	39%	3%	-10%	6%	-3%
	Latino/a	30%	16%	+3%	8%	4%	-7%	20%	-16%
	White	45%	71%	-3%	39%	94%	+25%	65%	+29%
	Other	5%	8%	+5%	16%	3%	-4%	1%	+2%
<u>Highest Level of Education</u> NA: N=38 BD: N=11 Voters: N=72	Some H.S. or less	20%	3%	-3%	0%	1%	-5%	N/A	N/A
	H.S. Diploma/GED	32%	16%	-2%	9%	17%	-19%	N/A	N/A
	Some College	17%	18%	+0%	9%	17%	-5%	N/A	N/A
	Associate's Degree	8%	16%	+16%	9%	11%	+10%	N/A	N/A
	Bachelor's Degree	15%	21%	-14%	55%	31%	+3%	N/A	N/A
	Graduate Degree	9%	26%	+2%	18%	24%	+16%	N/A	N/A
<u>Household Income</u> NA: N=36 BD: N=11 Voters: N=57	Less than \$10,000	5%	3%	+3%	0%	0%	-5%	0%	+0%
	\$10,000-\$14,999	4%	0%	-12%	0%	0%	-3%	0%	+0%
	\$15,000-\$24,999	9%	8%	+4%	0%	2%	-5%	0%	+2%
	\$25,000-\$34,999	8%	11%	+7%	0%	5%	-26%	0%	+5%
	\$35,000-\$49,999	13%	19%	+11%	27%	19%	-2%	14%	+5%
	\$50,000-\$74,999	18%	14%	-9%	36%	16%	+6%	51%	-35%
	\$75,000-\$99,999	15%	22%	-9%	9%	19%	+12%	30%	-11%
	\$100,000-\$149,000	15%	17%	+9%	0%	28%	+13%	5%	+23%
	\$150,000 or more	11%	6%	-6%	27%	11%	+9%	0%	+11%
<u>Age</u> NA: N=41 BD: N=14 Voters: N=75	15 to 17 years	5%	5%	+0%	21%	0%	-2%	N/A	N/A
	18 to 19 years	3%	0%	-5%	0%	0%	+0%	3%	-3%
	20 to 24 years	8%	2%	+2%	0%	0%	-2%		
	25 to 34 years	16%	10%	+10%	7%	5%	+1%	7%	-2%
	35 to 44 years	17%	5%	-21%	14%	13%	-2%		
	45 to 54 years	19%	20%	-17%	21%	21%	-17%	57%	+0%
	55 to 64 years	15%	32%	+11%	36%	23%	-4%		
	65+ years	16%	27%	+22%	0%	37%	+24%	32%	+5%
<u>Language</u> NA: N=40 BD: N=13 Voters: N=76	English	55%	100%	+0%	92%	97%	+9%	N/A	N/A
	Spanish	27%	0%	-3%	0%	3%	-1%	N/A	N/A
	Other	18%	0%	+0%	8%	0%	-8%	N/A	N/A
<u>Country of Birth</u> NA: N=44 BD: N=12 Voters: N=77	United States	52%	86%	N/A	100%	95%	+10%	N/A	N/A
	Puerto Rico	4%	0%	N/A	0%	0%	-4%	N/A	N/A
	Other	44%	14%	N/A	0%	5%	-7%	N/A	N/A