

District 39

Council Member Brad Lander


Manhattan

Queens

Brooklyn



Industrial Shredder for
Community Compost Project



Secure the Future:
Laptops at PS 130, 230
and 321



Street Safety Improvements on
4th Ave, 8-18th Streets



Outdoor Plaza at
John Jay Educational
Campus



Repair and Improve Three
Pathways in Prospect Park



Pedestrian Safety on McDonald Ave
at Ft. Hamilton



Raising the (Green) Roof
@ Windsor Terrace Library

District 39

Council Member Brad Lander

Council Member Brad Lander's district includes the Brooklyn neighborhoods of Cobble Hill, Carroll Gardens, Columbia Waterfront, Gowanus, Park Slope, Windsor Terrace, Borough Park and Kensington. Two-thirds of district residents identify as White, 18% as Hispanic or Latino/a, 13% as Asian and 6% Black or African-American. The district also has a large Bangladeshi community, concentrated in Kensington.⁸⁴ A large percentage (41%) of the district speaks a language other than English as their primary language, with 13% listing Spanish and 28% listing another language. Two-thirds of district residents report annual household incomes of \$50,000 or more, and more than a third (39%) have incomes of \$100,000 or more. The majority of district residents (57%) have a Bachelor's, graduate or professional degree.

District 39 is now in its third cycle of PB, as Council Member Lander was one of the four Council Members to pilot PB in New York City. Demographically, this cycle of PB looked relatively similar to the past two cycles. There were small increases in participation by PB voters who identified as Asian, Black, African-American, Hispanic or Latina/o. As in past cycles, and in keeping with the overall district demographics, PB participants were mostly college educated, U.S.-born, and English speaking. The district saw a decrease in overall PB participant numbers, indicating the need for ongoing outreach and engagement efforts. There were projects on District 39's ballot for schools and library, parks and recreation, public safety and community facilities.

"I'm thrilled to see so many of our colleagues joining in this practice of revolutionary civics in action, and am humbled by the participation of thousands of my constituents in the PB process as creative, thoughtful, and engaged stewards of our public realm."⁸⁵

(Council Member Brad Lander, District 39)

District 39 Overall

Population:

168,124

Number of PB

Participants:

2,509

Neighborhoods:

Borough Park

Cobble Hill

Carroll Gardens

Columbia

Waterfront

Gowanus

Kensington

Park Slope

Windsor Terrace

* 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 39?

In District 39, PB Engaged 2,509 people, including: 314 neighborhood assembly participants, 56 budget delegates and 2,247 voters. Demographic information collected at key points during the process points towards several trends in participation, including the following:

2,509
people

(3,107 in Cycle 2,
2,752 in Cycle 1)

314
neighborhood
assembly
participants

(457 in Cycle 2,
499 in Cycle 1)

56
Budget
Delegates

(50 in Cycle 2,
102 in Cycle 1)

2,247
voters

(2,821 in Cycle 2,
2,213 in Cycle 1)



Race/Ethnicity

- A greater percentage of people who identify as Asian voted in PB this cycle compared to last (9% compared to 6%). This is compared to 4% of voters in the 2013 local elections, and 11% of voting-age district residents.
- PB voters who identified as Hispanic or Latina/o were underrepresented compared to voting-age district residents and voters in the 2013 elections (5% of PB voters identified as Hispanic or Latina/o, compared to 16% of voting-age residents and 9% of local election voters). This compares to 4% of PB voters last cycle.
- People who identified as Black or African-American were underrepresented at the PB vote when compared to the voting-age population of the district and the 2013 local elections (3% of PB voters compared to 6% of voting-age district residents and 7% of local election voters.) This compares to 2% of PB voters last cycle.
- A greater percentage of people who identified as Asian, Black or African-American, or Hispanic or Latina/o participated in the neighborhood assemblies as compared to the PB vote.
- People who identify as White were overrepresented in the PB vote compared with the voting-age population of the district (81% and 65%, respectively).



Language and Country of Birth

- People who listed English as their primary language were overrepresented among neighborhood assembly participants (90%) and PB voters (95%) compared with the overall voting-age district population (60%). This compares with 94% of Cycle 2 voters who listed English as their primary language.

**9% of PB voters
identified as
Asian.**

Compared to 6% in Cycle 2,
4% of voters in the 2013 local
elections, and 11% of voting-
age district residents.

- People who were born outside of the U.S. were underrepresented at the neighborhood assemblies (22%) and PB vote (17%) compared with the voting-age district population (36%). This compares with 15% of PB voters last cycle.



Gender

- Women made up a greater percentage of surveyed PB voters (60%) than neighborhood assembly participants (53%).
- Women made up a greater percentage of PB voters (60%) than voters in the 2013 local elections (55%).



Income

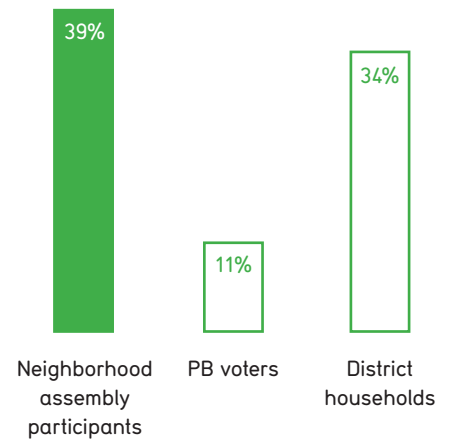
- A greater percentage of PB voters reported household incomes above \$150,000 this cycle compared with Cycle 2 (45% this cycle and 36% in Cycle 2). This compares with 22% of the households in the district.
- A greater percentage of neighborhood assembly attendees report household incomes below \$50,000 (39%) compared with PB voters (11%). This compares with 34% of the households in the district.



Age

- People 65 years and older were overrepresented at neighborhood assemblies (22%) compared to the PB-eligible district population (11%), but voted at lower rates in PB compared to the 2013 local elections (9% of PB voters and 17% of 2013 local election voters).
- People 25 years and under were underrepresented at the neighborhood assemblies (9%) and PB vote (2%) compared with the PB-eligible* district population (14%).

Households reporting incomes under \$50,000



* 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 who reported having a Bachelor's degree or graduate/professional degree were overrepresented at the neighborhood assemblies (70%) and PB vote (90%) compared with the district population (57%). This is consistent with PB voters last cycle.

Council Member Lander talks with community members at a neighborhood assembly in District 39.



What were the civic engagement patterns of PB participants in District 39?

Previous Engagement with PB

- 51% of neighborhood assembly participants and 40% of PB voters had participated in the previous cycle of PB.
- 90% of PB voters had not participated in this cycle of PB prior to voting.

Voting Patterns and Barriers

- 88% of neighborhood assembly participants and 93% of PB voters were registered to vote.
- 4% of neighborhood assembly participants and 7% of PB voters were not registered to vote because they were not U.S. citizens.

Working with Others in the Community

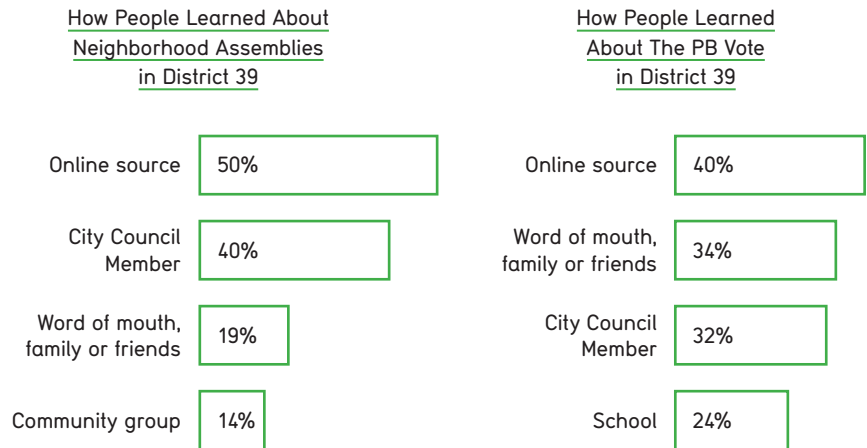
- 32% of neighborhood assembly participants and 56% of PB voters had never worked with others in their community to solve community problems before PB.

51% of neighborhood assembly participants and 40% of PB voters had participated in the previous cycle of PB.

4% of neighborhood assembly participants and 7% of PB voters were not registered to vote because they were not U.S. citizens.

How did people hear about participatory budgeting in District 39?

District 39 was unique among participating districts in that people were most likely to find out about both the neighborhood assemblies and the PB vote from online sources (email, Facebook, twitter or other online sources). The Council Member also played a major role in getting out the vote, as did social networks (word of mouth, family and friends). Community groups contributed to spreading the word about PB, particularly during the assembly phase. Many voters also heard about PB through a school.*



* Note that school was not an answer option on the neighborhood assembly survey.

A poster designed to collect PB ideas in District 39.



What were the priorities of District 39 PB voters, what projects made it to the ballot, and what won the vote?

In September and October of 2013, District 39 held neighborhood assemblies that allowed community residents and stakeholders to propose projects to improve their neighborhoods.

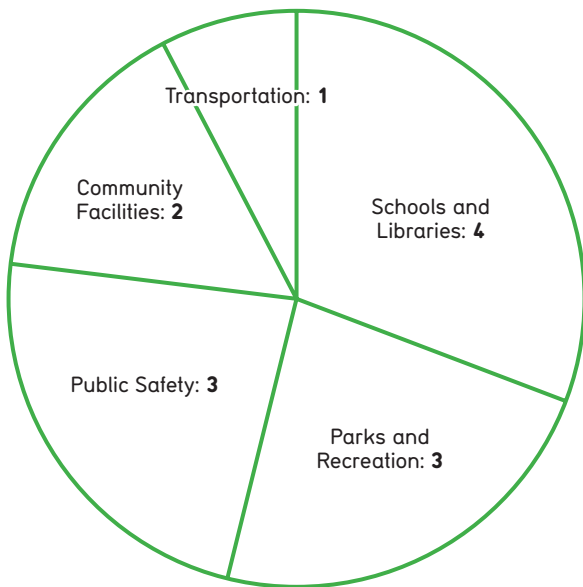
Following the neighborhood assemblies, participants volunteered to be budget delegates and formed committees to develop specific projects from the ideas proposed at the neighborhood assemblies. This work resulted in the District 39 PB ballot.

The following table shows the categories of projects that ended up on the ballot in District 39.



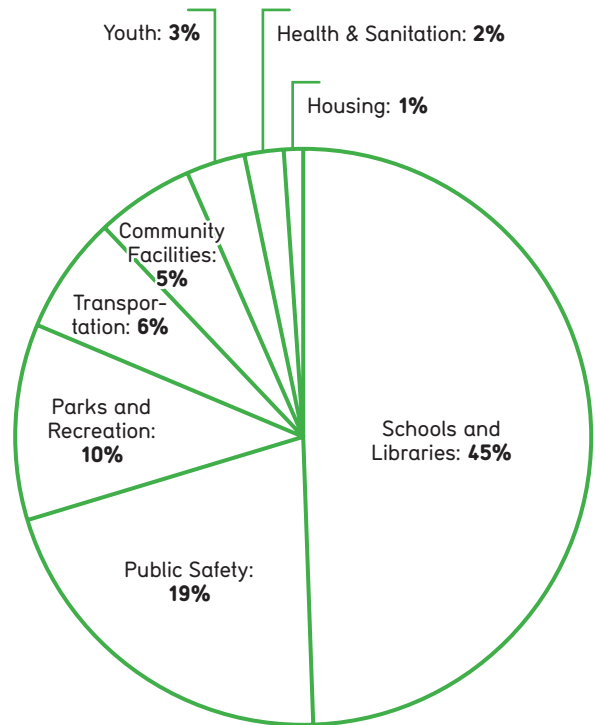
Projects on District 39 Ballot

Total Number: 13
Average Cost: \$194,615



Which category of project that they voted for was most important to District 39 PB voters?

(N=1,806)





A Winning Project in District 39

Raising the (Green) Roof at Windsor Terrace Library
 \$250,000
 931 out of 2,247 votes

With the funds allocated to this project, the Windsor Terrace Library will be able to install a planted green roof on their building; an initiative which budget delegate Deidre Hoguet believes demonstrates "great environmental leadership by a public institution."⁸⁶

"There's a lot of benefit to green roofs," Hoguet explains. "It will reduce the library's heating and cooling bills because the green roof insulates the building, so it reduces energy, and because it reduces electricity use, it reduces CO₂ emissions." In addition, the roof will beautify the neighborhood, and "it's going to provide a wildlife habitat for birds, bees, butterflies." The roof will also retain rain water which, Hoguet says, "could otherwise go to sewage overflow when we have those heavy rains...which has been of concern in the district lately, especially after [Hurricane] Sandy." Finally, the roof is, according to Hoguet, a cost-saver in the long term, because it "extends the life of the roof by 50%; when you insulate it it's preserving the roof, so it's saving the library money in the long run."

Winning Projects

7 Winning Projects: District 39

2,247 voters cast a ballot for up to five projects in District 39. The following table shows the projects that were selected.

<u>Project</u>	<u># of Voters</u>	<u>% of Voters</u>	<u>Cost</u>
Street Safety Improvements on 4th Ave, 8-18th Streets	1202	53%	\$300,000
Secure the Future: Laptops at PS 130, 230 & 321	1150	51%	\$195,000
Pedestrian Safety on McDonald Ave at Ft Hamilton	984	44%	\$300,000
Repair and Improve Three Pathways in Prospect Park	968	43%	\$215,000
Raising the (Green) Roof @ Windsor Terrace Library	931	41%	\$250,000
Industrial Shredder for Community Compost Project	836	37%	\$105,000
Outdoor Plaza at John Jay Educational Campus	714	32%	\$150,000
<u>Total</u>			<u>\$1,515,000</u>

Additionally Funded Project

In addition, to the winning projects, the Council Member also dedicated funds the following project which was on the PB ballot but did not win. This indicates the additional benefits that PB can bring to the district beyond those projects that win the vote.

<u>Project</u>	<u>Cost</u>
12 Electronic "Bus Location" Signs at B67/69 Stops	\$240,000
<u>Total</u>	<u>\$240,000</u>

Lessons Learned/ Summary from District 39

The third cycle of PB in District 39 was demographically similar to the previous two in many ways. There were small increases in PB voters who identify as Asian, Black or African-American and Hispanic or Latina/o; though these community members remain underrepresented when compared to the voting-age population of the district. PB participants were mostly college educated, U.S.-born, and English speaking. While the district population also skews in these directions, PB participants tended to have higher levels of formal education, and were more likely to be born in the U.S. and to speak English. The district saw an increase in PB voters who reported household incomes above \$150,000, and people in this income bracket were overrepresented compared to the overall district population. There was a decrease in the number of PB participants this cycle as compared to last, indicating the need for ongoing outreach and engagement efforts in future cycles. The district was unique in that both neighborhood assembly attendees and PB voters were most likely to find out about PB through an online source. Council Member Lander allocated more than \$1.5 million to the 7 winning projects from District 39's ballots, plus \$240,000 to one project which was on the ballot but did not win.



Posters explaining PB projects are on display at a Project Expo in District 39.

District 39 Demographics

		<u>Census Data</u>	<u>Neighborhood Assemblies</u>	<u>Difference Neighborhood Assemblies</u>	<u>Budget Delegates</u>	<u>PB Voters</u>	<u>Diff. PB Voters</u>	<u>Voters in 2013 Local Elections</u>	<u>Difference between PB & 2013 Voters</u>
		Age 18+	N=145	Years 2 & 3	N=17	N=1,949	Years 2 & 3		
<u>Gender</u> NA: N=139 BD: N=17 Voters: N=1,929	Female	52%	53%	-6%	53%	60%	+0%	55%	+5%
	Male	48%	47%	+6%	47%	40%	+5%	45%	-5%
	Other	N/A	0%	+0%	0%	0%	+0%	N/A	N/A
<u>Race/Ethnicity</u> NA: N=140 BD: N=17 Voters: N=1,846	Asian	11%	10%	+4%	12%	9%	+3%	4%	+5%
	Black	6%	6%	-1%	0%	3%	+1%	9%	-4%
	Latino/a	16%	19%	+14%	0%	5%	+1%	9%	-4%
	White	65%	65%	-17%	88%	84%	-2%	76%	+8%
	Other	2%	8%	+1%	0%	3%	+0%	1%	+2%
<u>Highest Level of Education</u> NA: N=126 BD: N=16 Voters: N=1,878	Some H.S. or less	12%	10%	+9%	0%	0%	-1%	N/A	N/A
	H.S. Diploma/GED	16%	10%	+9%	0%	2%	-1%	N/A	N/A
	Some College	10%	5%	+0%	13%	5%	-1%	N/A	N/A
	Associate's Degree	4%	5%	+3%	6%	3%	+2%	N/A	N/A
	Bachelor's Degree	30%	26%	+1%	31%	32%	-6%	N/A	N/A
	Graduate Degree	27%	44%	-22%	50%	58%	+5%	N/A	N/A
<u>Household Income</u> NA: N=125 BD: N=17 Voters: N=1,759	Less than \$10,000	5%	5%	+3%	0%	1%	-1%	0%	+1%
	\$10,000-\$14,999	5%	5%	+4%	12%	1%	+0%	0%	+1%
	\$15,000-\$24,999	8%	6%	+3%	0%	2%	+0%	2%	+0%
	\$25,000-\$34,999	7%	10%	+4%	0%	3%	+0%	4%	-1%
	\$35,000-\$49,999	9%	13%	+2%	0%	4%	-2%	15%	-11%
	\$50,000-\$74,999	15%	20%	+3%	35%	9%	-1%	14%	-5%
	\$75,000-\$99,999	12%	15%	-3%	12%	13%	-4%	34%	-21%
	\$100,000-\$149,000	22%	17%	-5%	29%	45%	+9%	0%	+45%
	\$150,000 or more	18%	5%	+0%	13%	24%	-8%	5%	19%
<u>Age</u> NA: N=142 BD: N=17 Voters: N=1,923	15 to 17 years	4%	4%	-3%	6%	1%	+0%	N/A	N/A
	18 to 19 years	2%	1%	-3%	0%	0%	+1%	3%	-2%
	20 to 24 years	8%	1%	-3%	6%	1%	+0%		
	25 to 34 years	27%	16%	-2%	29%	13%	-1%	18%	-5%
	35 to 44 years	20%	25%	+6%	18%	37%	+2%		
	45 to 54 years	15%	15%	-7%	12%	26%	+2%	62%	+15%
	55 to 64 years	13%	13%	-1%	18%	14%	+0%		
	65+ years	11%	22%	+10%	18%	9%	-2%	17%	-8%
<u>Language</u> NA: N=133 BD: N=17 Voters: N=1,916	English	60%	90%	-9%	100%	95%	+1%	N/A	N/A
	Spanish	14%	10%	8%	0%	2%	1%	N/A	N/A
	Other	26%	6%	-3%	0%	4%	-1%	N/A	N/A
<u>Country of Birth</u> NA: N=144 BD: N=16 Voters: N=1,902	United States	65%	78%	N/A	88%	82%	-2%	N/A	N/A
	Puerto Rico	4%	4%	N/A	0%	0%	+0%	N/A	N/A
	Other	32%	18%	N/A	13%	17%	+2%	N/A	N/A