


District 32

Council Member Eric Ulrich

Queens


Brooklyn



YMCA Upgrades




Dayton Towers Upgrades




Technology Upgrades at PS 317 and PS 114 and Gym Safety Upgrades at Scholars Academy



Traffic Island Landscaping



Broad Channel Library Upgrades



Mobi Mats – ADA Ramps for Beach Access



Rockaway Freeway Dog Park Upgrades

District 32

Council Member Eric Ulrich

Council Member Eric Ulrich's district is located at the end of the A subway line in Queens and includes 14 neighborhoods. But District 32 was unique from the other districts in that only a portion of the district participated in PB. The five participating neighborhoods were Belle Harbor, Breezy Point, Broad Channel, Rockaway Park and Rockaway Beach. This part of the district largely identifies as White (68%) with 14% of residents identifying as Black or African American and 14% Hispanic or Latino/a.⁷⁵ Nearly half of the district's residents have a college education (45%) and 40% of the district has an annual household income between \$25,000 and \$75,000.⁷⁶

This section of southern Queens stretches across a long, narrow peninsula, save for the neighborhood of Broad Channel, which is on a neighboring island. Due to its location, this portion of the district was drastically impacted by Hurricane Sandy. Many homes and community institutions were destroyed, including the Council Member's office, and residents were displaced, all of which severely impacted the PB process. To adjust for the impact of Hurricane Sandy, some neighborhood assemblies were cancelled and the budget delegate phase was drastically altered to accommodate the capacity of the district as they worked to rebuild their communities. Despite this setback and the severe hardship endured by residents of this district, the community was able to regroup, propose and develop projects and ultimately hold the vote.

"Council Member Ulrich is a firm believer in the participatory budget process. Our constituents really enjoy the process and it gives them an understanding of the city budget while getting them involved in local government. PB gives the taxpayers a new understanding of how things are funded and they are usually shocked to find out how much certain projects can cost. Eric [Council Member Ulrich] has allocated millions of dollars in capital projects since being elected, but never did it receive as much attention as it did after participatory budgeting. Our constituents were extremely proud of what they worked for."

— Rudy Giuliani, Chief of Staff, Office of Eric Ulrich, District 33

District 32 Overall

Population:

38,309⁷⁷

Number of PB

Participants:

1,010

Neighborhoods:

Belle Harbor

Breezy Point

Broad Channel

Rockaway Park

Rockaway Beach

Who Participated in District 32?

In District 32, PB Engaged 1,010 people, including: 60 neighborhood assembly participants and 976 voters. It is important to note that Hurricane Sandy and its aftermath impacted participation in all phases of PB. Demographic information collected at key points during the process points towards several trends in participation, including the following:



Race/Ethnicity

- The majority of participants in all phases of PB in District 32 identified as White.
- 13% of Year 2 PB voters identified as Black or African Americans and 11% as Hispanic or Latino/a compared to 3% and 4% respectively of Year 1 PB voters.
- African Americans and Latino/as participated in neighborhood assemblies at levels consistent with the overall population of the district.



Language and Country of Birth

- 15% of PB voters were born outside of the U.S which is the same as the overall population of the district.
- 89% of PB voters reported that English is their primary language compared to 83% of the overall population of the district.



Gender

- Women were more likely to participate in the PB process than men.
- Turnout among women was high for all phases of PB as compared to turnout in the 2009 local elections.⁷⁸

13% of PB voters identified as Black or African American and 11% as Hispanic or Latino/a

(Compared to 3% and 4%, respectively, in Year 1)



Income

- 63% of PB voters had incomes between \$25,000 and \$75,000 compared to 40% of the overall population of the district.
- People with household incomes over \$75,000 were less likely to vote in Year 2 of PB (23%) compared to Year 1 of PB (55%).



Age

- Middle aged people (ages 35 to 64) were the majority of PB participants in all phases of the process.
- Seniors (ages 65 and over) were less likely to participate in Year 2 of PB compared with Year 1 of PB.

63% of PB voters had incomes between \$25,000 and \$75,000

(Compared to 40% of the overall population)



A group of residents in District 32 attend a neighborhood assembly before Hurricane Sandy hits.

How Hurricane Sandy Impacted the PB Process in the 32nd district

When Hurricane Sandy hit New York City on October 29, 2012, Year 2 of PB was already in the middle of the neighborhood assembly phase. While seven of the eight districts only faced minor disruptions due to the storm, the situation was much different in District 32. A large portion of District 32 is on a peninsula that faces out towards the ocean. This area, the Rockaways, was hit extremely hard by the storm. Houses were damaged, boardwalks destroyed, streets flooded, residents displaced and 1.5 million cubic yards of sand from the beaches was washed away.⁷⁹ Local buildings that supported the PB process, including the Council Member's office, were unusable for months following the storm.

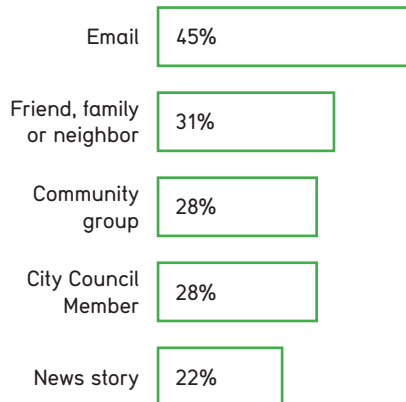
Given the extent of the devastation in the Rockaways, the last neighborhood assembly was canceled and the PB process temporarily put on hold. But PB in District 32 could not be stopped. When the process picked up again, the Council Member's office worked closely with a dedicated group of residents to develop projects for the ballot. After many hours and months of work, budget delegates put nine projects on the ballot.

Though voting was delayed by a week, almost 1,000 people managed to vote in District 32. To accommodate for this, and allow as many residents to participate as possible, the Council Member set up an absentee voting system where residents were able to print out a ballot online and email, fax, or mail the ballot to the Council Member's office. In the end, seven projects won funding, totaling \$1.4 million. Despite the devastating effects of Sandy, PB served as a space where the residents of District 32 could come together, brainstorm, develop and vote for projects that will help rejuvenate their community.

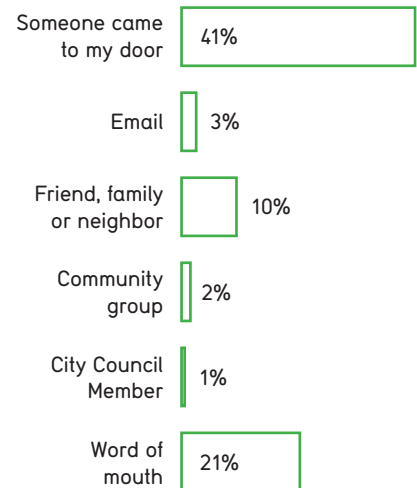
How did people hear about participatory budgeting in District 32?

Most PB participants heard about PB through their social networks (family and friends or word of mouth), though significant door-knocking from community groups also helped to turn out voters.

How People Learned About Neighborhood Assemblies in District 32



How People Learned About The PB Vote in District 32



PB participants in District 32 attend a meeting to learn about the process.



What projects were proposed in District 32, what made it on to the ballot and what won the vote?

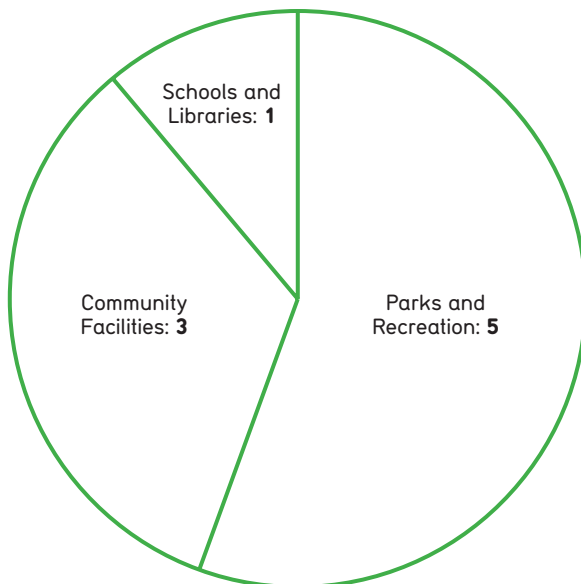
In September and October of 2012, District 32 held neighborhood assemblies that allowed community residents and stakeholders to propose projects to improve their neighborhoods. This process produced 76 project ideas, of which 71 were ultimately deemed eligible for PB. Ideas around improvements for parks, schools and libraries and transportation were the most common types of projects proposed.

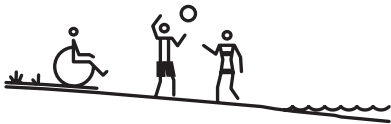
Following the neighborhood assemblies, participants volunteered to be budget delegates and formed committees to develop specific projects from the ideas proposed at the neighborhood assemblies. During this process, which included months of research, consultation with government agencies and deliberation, the 76 ideas were whittled down to 9 projects that were put on the ballot. The graph below shows the categories of projects that ended up on the ballot in District 32.



Projects on District 32 Ballot

Total Number: 9
Total Cost: \$1,547,500
Average Cost: \$171,944





Winning Project

Mobi-Mat Ramps
 \$180,000
 418 out of 976 votes

Due to its position on a peninsula, District 32 has many beaches that draw people from around the City. But Hurricane Sandy destroyed many of these beaches, tearing up the boardwalk and displacing 1.5 million cubic yards of sand.⁹⁰ This extensive damage motivated residents to rebuild their community, including the beaches. Even after being told that FEMA would handle the rebuilding of the waterfront, the district committee coordinated with FEMA and came up with projects that would not only restore their loved beaches, but make them better than ever. One such project will ensure that even people with disabilities can enjoy the beaches as well as anybody else. Three portable Mobi-Mat ramps will soon provide wheelchair access to the beach on 80th, 126th, and 141st streets.

Winning Projects

976 voters cast a ballot for their top 5 projects in District 32. Table 5 shows the winning projects.

Table 5
7 Winning Projects: District 32

<u>Project</u>	<u># of Votes</u>	<u>% of Voters</u>	<u>Price</u>
Technology Upgrades at PS 317 and PS 114 and Gym Safety Upgrades at Scholars Academy	665	68%	\$324,500
Dayton Towers Upgrades	621	64%	\$38,000
YMCA Upgrades	581	60%	\$300,000
Traffic Island Landscaping	531	54%	\$50,000
Broad Channel Library Upgrades	438	45%	\$250,000
Mobi Mats – ADA Ramps for Beach Access	418	43%	\$180,000
Rockaway Freeway Dog Park Upgrades	220	37%	\$300,000
<u>Total</u>			\$1,442,500

Additional Funded Projects

In addition, the following proposed projects either did not win the PB vote or could not be funded through PB because of a budgeting technicality. These projects will be funded by another pot of non-PB money and indicate the additional benefits that PB can bring to the district beyond those projects that win the vote.

<u>Project</u>	<u>Cost</u>
Installation of Fitness Equipment	\$75,000
Parks Department Beach Vehicle	\$30,000

Lessons Learned/ Summary from District 32

Eric Ulrich's district experienced the biggest change from Year 1 to Year 2 of the four returning council districts. This was due to the devastating effect that Hurricane Sandy had upon the district. Sandy caused the district to temporarily halt the PB process as residents rebuilt their homes and lives. Since residents of this area were focused on rebuilding, it was challenging at times to engage people in PB. Despite this traumatic event and resulting barriers, the Council Member's office, District Committee and residents worked together to ensure that there were projects for the ballot and that the residents still remaining in the area knew about the PB vote. Outreach through door knocking and allowing absentee voting ensured that there was still robust participation from all segments of the community. Participation among people identifying as Black or African American increased by 10% and 8% for Hispanics or Latino/as. People with low and middle-incomes also made up a larger share of voters in Year 2 than Year 1. One facet that remained the same was that only a portion of Eric Ulrich's Council District 32 engaged in participatory budgeting. As a result, only about 38,000 people in The Rockaways were targeted for participation compared to an average of 150,000 in the other seven districts. This led to District 32 having the largest per capita percent of PB participants. Despite the small population and the effects of Sandy, the district was still able to engage over 1,000 people and decide on how to spend over \$1.4 million.

32nd District Demographics

		<u>Census</u> <u>Data</u>	<u>Neighborhood</u> <u>Assemblies</u> N=33	<u>Difference</u> <u>Neighborhood</u> <u>Assemblies</u> <u>Years 1 & 2</u>	<u>Budget</u> <u>Delegates</u> N=4	<u>PB</u> <u>Voters</u> N=200	<u>Diff. PB</u> <u>Voters</u> <u>Years</u> <u>1 & 2</u>	<u>Voters in</u> <u>2009 Local</u> <u>Elections</u>	<u>Difference</u> <u>between</u> <u>PB & 2009</u> <u>Voters</u>
<u>Gender</u> NA: N=33 BD: N=4 Voters: N=195	Female	52%	73%	+13%	75%	62%	+0%	54%	+8%
	Male	48%	27%	-13%	25%	38%	+1%	46%	-7%
	Other	N/A	0%	+0%	0%	0%	+0%	N/A	N/A
<u>Race/Ethnicity</u> NA: N=31 Voters: N=180	Asian	3%	0%	+0%	0%	0%	+0%	6%	-6%
	Black	14%	10%	+5%	0%	13%	+10%	6%	+7%
	Latino/a	14%	13%	+8%	0%	12%	+8%	18%	-6%
	White	68%	74%	-15%	100%	68%	-21%	61%	+7%
	Other	2%	0%	-1%	0%	7%	+3%	1%	+6%
<u>Highest Level</u> <u>of Education</u> NA: N=17 BD: N=4 Voters: N=162	Some High School or less	10%	6%	+5%	0%	6%	+4%	N/A	N/A
	H.S. Diploma or GED	30%	18%	-1%	0%	36%	+17%	N/A	N/A
	Associate/ Vocational Degree	5%	0%	-10%	0%	1%	-8%	N/A	N/A
	Some College	20%	18%	-2%	0%	22%	-1%	N/A	N/A
	Bachelor's Degree	20%	35%	+9%	100%	28%	+6%	N/A	N/A
	Graduate Degree	13%	24%	-1%	0%	8%	-15%	N/A	N/A
<u>Income</u> NA: N=26 BD: N=4 Voters: N=181	Less than \$10,000	8%	0%	+0%	0%	4%	+2%	0%	+4%
	\$10,000-\$14,999	5%	12%	+12%	0%	3%	+0%	0%	+3%
	\$15,000-\$24,999	8%	4%	-9%	0%	7%	+3%	0%	+7%
	\$25,000-\$34,999	10%	4%	+2%	50%	31%	+23%	10%	+21%
	\$35,000-\$49,999	13%	8%	-3%	25%	21%	+11%	42%	-21%
	\$50,000-\$74,999	17%	23%	+3%	0%	11%	-7%	40%	-39%
	\$75,000-\$99,999	15%	31%	+17%	25%	7%	-12%	6%	+1%
	\$100,000-\$149,000	16%	8%	-15%	0%	14%	-6%	1%	+13%
	\$150,000 or more	10%	12%	-5%	0%	2%	-14%	0%	+2%
<u>Age</u> NA: N=19 BD: N=4 Voters: N=171	14 years or under	18%	0%	-1%	N/A	N/A	N/A	N/A	N/A
	15 to 19 years	7%	11%	+11%	0%	2%	+2%	N/A	N/A
	20 to 24 years	5%	0%	+0%	0%	2%	+0%	N/A	N/A
	25 to 34 years	10%	0%	-5%	0%	4%	-5%	8%	-4%
	35 to 44 years	15%	26%	+9%	50%	15%	-5%	N/A	N/A
	45 to 54 years	16%	37%	+17%	0%	38%	+17%	N/A	N/A
	55 to 64 years	13%	21%	-9%	0%	27%	+8%	N/A	N/A
	65+ years	17%	5%	-22%	50%	13%	-17%	32%	-19%
<u>Language</u> NA: N=33 BD: N=4 Voters: N=189	English	83%	100%	+2%	75%	88%	-6%	N/A	N/A
	Spanish	8%	3%	+3%	0%	4%	-1%	N/A	N/A
	Other	9%	0%	-2%	25%	2%	-1%	N/A	N/A