

# District 39

Council Member Brad Lander

Manhattan

Queens



Renovate 8 Bathrooms,  
PS 58, The Carroll School



PS 230: Help Kids  
Connect & Learn  
With Technology



Carroll Gardens/Windsor  
Terrace Library Computers



3rd Street Green Corridor:  
New Trees, Less Runoff



Church Avenue Traffic &  
Pedestrian Safety Improvements



PS 179: Technology upgrade  
for underserved school

Brooklyn

# 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. 66% of the district identifies as White, 14% as Hispanic or Latino/a, and 13% as Asian.<sup>88</sup> The district also has a large Bangladeshi community, concentrated in Kensington.<sup>89</sup> A large percentage (38%) of the district speaks a language other than English as their primary language<sup>90</sup> and nearly half (42%) of District 39's residents have annual household incomes over \$75,000.<sup>91</sup>

Participation between the first and second years of PB was fairly similar in the 39th District. Consistent with the district's demographics, the majority of PB participants were white, college educated and middle-or-upper income. Many Bangladeshi immigrants from the Kensington neighborhood were mobilized for PB, while participation of Latino/as and African-Americans was low, despite targeted outreach to Latino/as. District 39 had 647 project proposals from the neighborhood assemblies, the most of any district. These projects tended to be focused on improvements to schools and libraries, park improvements, and street cleanliness and sanitation.

*"Through Participatory Budgeting, we have identified new leaders in our neighborhood and helped them develop community organizing skills. And on top of that a lot of great projects have been funded."*

— **Alex Moore**, Communication and Events Director,  
Office of Brad Lander, District 39

### District 39 Overall

#### Population:

154,341<sup>92</sup>

#### Number of PB

#### Participants:

3,107

#### Neighborhoods:

Cobble Hill

Carroll Gardens

Columbia

Waterfront

Gowanus

Park Slope

Windsor Terrace

Borough Park

Kensington

## Who Participated in District 39?

In District 39, PB Engaged 3,107 people, including: 457 neighborhood assembly participants, 50 Budget Delegates and 2,821 voters. Demographic information collected at key points during the process points towards several trends in participation, including the following:



### Race/Ethnicity

- Participants who identified as White made up the biggest share of neighborhood assembly participants (81%) and PB voters (86%) in District 39.
- 5% of neighborhood assembly participants identified as Asian and 5% as Hispanic or Latino/as, compared to 13% and 14% of the overall population of the district, respectively.
- The race/ethnicity of Year 2 PB voters was consistent with Year 1 PB voters.



### Language and Country of Birth

- 16% of PB voters reported they were born outside of the U.S compared to 30% of the overall population in the district.
- Only 110 ballots were filled out in a language other than English in Year 2 of PB compared to 210 in Year 1 of PB.



### Gender

- Women were more likely to participate in all stages of the PB process compared to men.



### Income

- Similar to Year 1, participants with medium to high incomes participated in PB at higher rates than those with lower incomes.

**16%** of PB voters reported that they were born outside of the U.S.

(Compared to 30% of the overall district population)

- A larger share of people with high to very high incomes voted in PB compared to the 2009 local elections.<sup>93</sup>



### Age

- 16% of neighborhood assembly participants were under the age of 25; an increase from Year 1 where only 2% of neighborhood assembly participants were under the age of 25.
- Young people (ages 15 to 24) were less likely to vote for PB compared to the 2009 local elections.<sup>94</sup>
- A higher percentage of middle aged people (ages 35 to 54) participated at a neighborhood assembly (41%) compared to the overall population of the district (28%).

**16%** of neighborhood assembly participants were under the age of 25

(Compared to only 2% in Year 1)



Residents in District 39 sign up at a voting location to get a ballot.

### Women in the 39th district

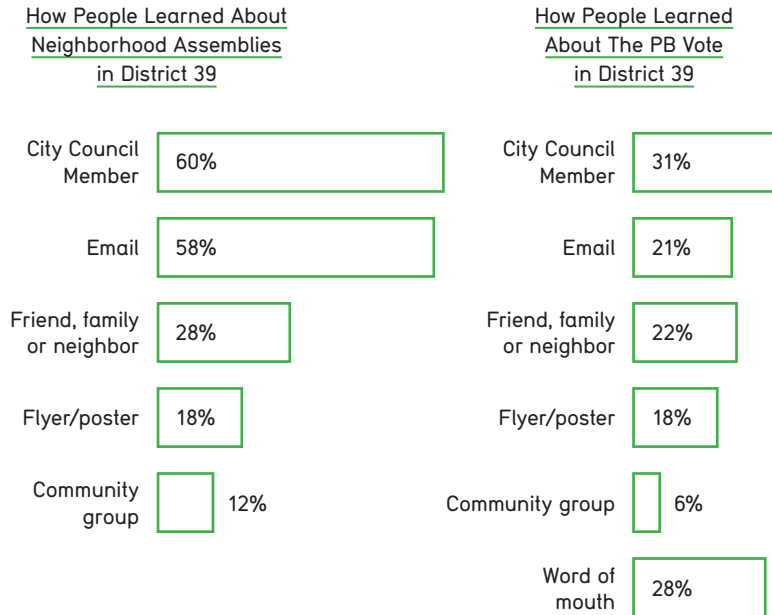
Usually when thinking about gender and politics the assumption is that men are much more likely to be involved than women. While this is true of traditional political processes, PB has challenged this patriarchal paradigm.<sup>95</sup>

In every district except for one, more women attended neighborhood assemblies and voted than men. District 39 is part of this reversal of normal political trends; 59% of neighborhood assembly participants and 60% of PB voters were women. This is a significant increase from the 2009 local elections where only 53% of voters were women.

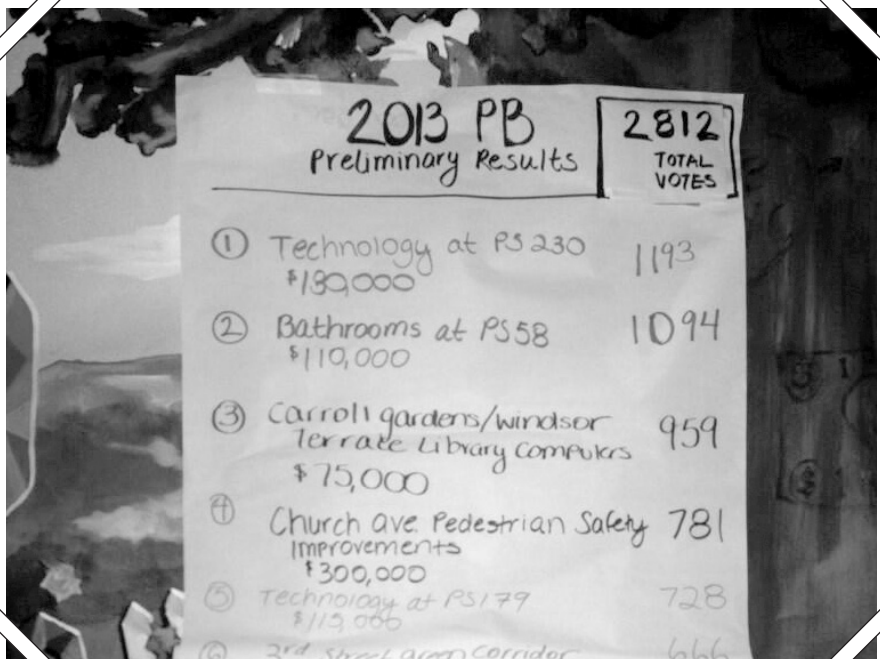
Women did not just attend PB events in large numbers, but also were active in their participation. At neighborhood assemblies in District 39, 97% of women spoke during small group discussions, 80% made specific budget proposals and 33% volunteered to be a budget delegate. Women were able to make their voice heard throughout the PB process in District 39, and citywide, by being highly involved in all phases of the process; neighborhood assemblies, budget delegate meetings and voting. These high rates of participation carried over from Year 1, where women also participated at significantly higher rates than men.

## How did people hear about participatory budgeting in District 39?

In District 39, most people heard about PB directly from the Council Member for both the neighborhood assemblies and the vote.



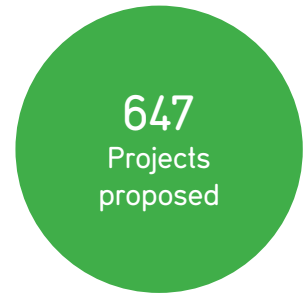
### The winning projects are unveiled in District 39.



# What projects were proposed in District 39, what made it on to the ballot and what won the vote?

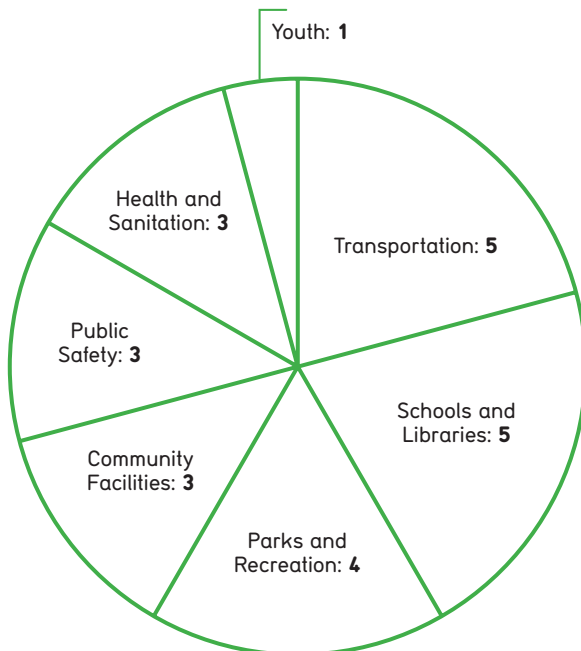
In September and October of 2012, District 39 held neighborhood assemblies that allowed community residents and stakeholders to propose projects to improve their neighborhoods. This process produced 647 project ideas, of which 375 were ultimately deemed eligible for PB. Ideas around improvements for 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 647 ideas were whittled down to 24 projects that were put on the ballot. The graph below shows the categories of projects that ended up on the ballot in District 39.



## Projects on District 39 Ballot:

Total Number: 24  
Total Cost: \$3,695,000  
Average Cost: \$153,958





### Winning Project

Carroll Gardens/Windsor Terrace  
Library Computers  
\$75,000  
963 out of 2,821 votes

The Carroll Gardens and Windsor Terrace branches of the Brooklyn Public Library will be receiving a total of 29 new computers, thanks to the voters of District 39. "They will really be needed... the pre-school and the adult computers, which are very popular. Adults use them for job searches and career advancement... [T]he staff of Windsor Terrace also needs new computers, so this whole proposal is going to be for all of that," said a member of the Culture and Community Facilities Committee.<sup>96</sup>

This project is designed to enhance the community's internet access and computer literacy. Ten pre-school computers will come equipped with programs to help children learn things like the alphabet. Thirteen adult computers will help residents get their GEDs, search for jobs, practice for ESL tests, and provide internet access for those without it at home. The Windsor Terrace branch will also receive six much-needed computers for their staff, aiding them to process more library cards and request inter-library loans, measures which will enable more people to use the library, and making it easier for those who already utilize it.

## Winning Projects

Over 2,800 voters cast a ballot for their top five projects in District 39. Table 7 shows the projects that were selected.

Table 7  
6 Winning Projects: District 39

<u>Project</u>	<u># of Votes</u>	<u>% of Voters</u>	<u>Price</u>
PS 230: Help Kids Connect & Learn With Technology	1195	42%	\$180,000
Renovate 8 Bathrooms, PS 58, The Carroll School	1100	39%	\$110,000
Carroll Gardens/Windsor Terrace Library Computers	963	34%	\$75,000
Church Avenue Traffic & Pedestrian Safety Improvements	784	28%	\$300,000
PS 179: Technology upgrade for underserved school	729	26%	\$115,000
3rd Street Green Corridor: New Trees, Less Runoff	667	24%	\$170,000
<u>Total</u>			\$950,000

## 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>
Projector for Celebrate Brooklyn & BRIC Art Center	\$40,000
Safe Auditorium Upgrade for Performing Arts PS 131	\$100,000
John Jay High School Media & Filmmaking Lab	\$100,000

## Lessons Learned/ Summary from District 39

Building on the success of last year, Brad Lander's Council District 39 engaged 356 more people in Year 2 than Year 1. The demographics of participants were similar between Year 1 and Year 2, with participants disproportionately identifying as White, college educated and middle to upper-income. The Council Member's office did make an effort to engage the Hispanic or Latino/a and Bangladeshi immigrant communities by holding targeted neighborhood assemblies and providing translated materials and interpreters at both the neighborhood assemblies and the vote. Most outreach was done by the Council Member's office with over half of neighborhood assembly participants and a third of voters hearing about PB from their Council Member. The ballot in District 39 represented a balance of projects around areas such as transportation, schools and libraries, parks, community facilities and public safety. Like Year 1, seven projects won via the voting process and the Council Member will fund additional projects that were on the ballot but that did not receive enough votes to make the district's \$1 million cutoff.



People learn about the PB process during the opening presentation at a neighborhood assembly.



## 39th District Demographics

		<u>Census</u>	<u>Neighborhood</u>	<u>Difference</u>	<u>Budget</u>	<u>PB</u>	<u>Diff. PB</u>	<u>Voters in</u>	<u>Difference</u>
		<u>Data</u>	<u>Assemblies</u>	<u>Neighborhood</u>	<u>Delegates</u>	<u>Voters</u>	<u>Voters</u>	<u>2009 Local</u>	<u>between</u>
			N=161	<u>Assemblies</u>	N=51	N=2281	<u>Years</u>	<u>Elections</u>	<u>PB &amp; 2009</u>
				<u>Years 1 &amp; 2</u>			<u>1 &amp; 2</u>		<u>Voters</u>
<u>Gender</u> NA: N=152 BD: N=50 Voters: N=2255	Female	51%	59%	-6%	46%	60%	+0%	53%	+7%
	Male	49%	41%	+6%	54%	40%	+0%	47%	-7%
	Other	N/A	0%	+0%	0%	0%	+0%	N/A	N/A
<u>Race/Ethnicity</u> NA: N=150 BD: N=49 Voters: N=2165	Asian	13%	5%	-2%	6%	6%	+1%	4%	+2%
	Black	4%	5%	+1%	8%	2%	-1%	8%	-6%
	Latino/a	14%	5%	-1%	8%	4%	-2%	11%	-7%
	White	66%	81%	+0%	78%	86%	-1%	55%	+31%
	Other	3%	6%	+0%	4%	3%	-2%	0%	+3%
<u>Highest Level of Education</u> NA: N=88 BD: N=45 Voters: N=1978	Some High School or less	8%	1%	-1%	0%	1%	+0%	N/A	N/A
	H.S. Diploma or GED	22%	1%	-4%	2%	3%	-1%	N/A	N/A
	Associate/ Vocational Degree	5%	2%	+0%	2%	1%	+0%	N/A	N/A
	Some College	13%	5%	-1%	10%	6%	+0%	N/A	N/A
	Bachelor's Degree	25%	25%	-8%	28%	37%	+7%	N/A	N/A
	Graduate Degree	19%	66%	+13%	59%	53%	-5%	N/A	N/A
<u>Income</u> NA: N=121 BD: N=47 Voters: N=2112	Less than \$10,000	8%	2%	+0%	0%	2%	+1%	0%	+2%
	\$10,000-\$14,999	6%	1%	-1%	6%	1%	+0%	0%	+1%
	\$15,000-\$24,999	10%	3%	-1%	4%	2%	+0%	13%	-11%
	\$25,000-\$34,999	8%	6%	+1%	2%	3%	-1%	18%	-15%
	\$35,000-\$49,999	12%	11%	+1%	13%	6%	+0%	23%	-17%
	\$50,000-\$74,999	15%	17%	-4%	9%	10%	-4%	37%	-27%
	\$75,000-\$99,999	12%	18%	+4%	17%	17%	+1%	8%	+0%
	\$100,000-\$149,000	15%	21%	-5%	32%	25%	-3%	0%	+25%
	\$150,000 or more	15%	22%	+4%	17%	36%	+6%	0%	+36%
<u>Age</u> NA: N=107 BD: N=46 Voters: N=2047	14 years or under	22%	2%	+2%	N/A	N/A	N/A	N/A	N/A
	15 to 19 years	6%	10%	+9%	0%	1%	+1%	N/A	N/A
	20 to 24 years	6%	4%	+3%	2%	1%	+0%	N/A	N/A
	25 to 34 years	19%	18%	+4%	24%	14%	-1%	17%	-3%
	35 to 44 years	15%	19%	-6%	35%	35%	+4%	N/A	N/A
	45 to 54 years	13%	22%	+0%	20%	24%	+1%	N/A	N/A
	55 to 64 years	9%	14%	-7%	15%	14%	-4%	N/A	N/A
	65+ years	10%	12%	-4%	4%	11%	-1%	19%	-8%
<u>Language</u> NA: N=153 BD: N=50 Voters: N=2216	English	49%	99%	+3%	96%	94%	+1%	N/A	N/A
	Spanish	13%	2%	+2%	0%	1%	-3%	N/A	N/A
	Other	38%	9%	-2%	4%	3%	-2%	N/A	N/A