

# District 44

Council Member David Greenfield

Brooklyn




Countdown clocks in Borough Park




Security cameras in Midwood



Security cameras in Borough Park



Countdown clocks in Midwood



Countdown clocks in Bensonhurst

# District 44

## Council Member David Greenfield

Council Member David Greenfield's district includes the Brooklyn neighborhoods of Borough Park, Midwood and Bensonhurst. The majority of residents in the district identify as White (71%) with 17% identifying as Asian and 10% as Hispanic or Latino/a.<sup>97</sup> The district also has a large Orthodox Jewish community that primarily speaks Yiddish at home; only 32% of residents in the district primarily speak English despite 58% being born in the U.S.<sup>98</sup> 56% of residents have formal education levels of a high school diploma or less and 44% have incomes below \$35,000.<sup>99</sup>

In District 44, participation varied slightly from the overall population of the district. Low-income and upper-income residents were overrepresented in the process while middle-income residents were underrepresented. Specific outreach to seniors throughout the process was effective and people over the age of 65 were actively engaged from the neighborhood assemblies through the vote. PB voters in District 44 tended to be well-educated with 44% having college or graduate degrees. During the neighborhood assemblies many projects were proposed around improvements to parks and improvements to schools and libraries.

District 44 Overall  
Population:  
164,339<sup>100</sup>

Number of PB  
Participants:  
1,719

Neighborhoods:  
Borough Park  
Midwood  
Bensonhurst



District 44 residents at a neighborhood assembly.

## Who Participated in District 44?

In District 44, PB engaged 1,719 people, including: 97 neighborhood assembly participants, 15 budget delegates, and 1,610 voters. Demographic information collected at key points during the process points towards several trends in participation, including the following\*:

1,719  
people

97  
neighborhood  
assembly  
participants

15  
Budget  
Delegates

1,610  
voters

**25%** of PB voters reported that they primarily speak a language other than English at home

(Compared to 68% of the overall district population)



### Race/Ethnicity

- Participants who identified as White were the majority of participants at neighborhood assemblies (76%) and the PB vote (94%).
- 8% of neighborhood assembly participants identified as Asian compared to 17% of the overall population of the district.



### Language and Country of Birth

- 23% of PB voters were born outside of the U.S. compared to 42% of the overall population of the district.
- 25% of PB voters reported that they primarily speak a language other than English at home compared to 68% of the overall population.



### Gender

- 70% of neighborhood assembly participants identified as female.
- PB voters identified as 50% male and 50% female.



### Income

- A higher percentage of people with incomes under \$35,000 voted in PB (35%) compared to the 2009 local elections (26%).<sup>101</sup>
- Participants with medium to high incomes participated in PB at higher rates than those with lower incomes.



### Age

- 18% of PB voters were young people (ages 15 to 24) compared to 16% of the overall population of the district.

**35%** of PB voters in Year 2 reported household incomes under \$35,000

(Compared to 26% in 2009 local elections)

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\* In District 44, despite the large number of participants, the survey response rate was very low. Due to this data from the neighborhood assembly and voter surveys should be regarded as rough approximations due to the small sample size from which it is derived.

### Seniors in the 44th district

Council Member Greenfield and his staff worked specifically on engaging seniors in PB by turning three local senior centers into voting locations. On each occasion Council Member Greenfield himself showed up to explain the process and generate enthusiasm.

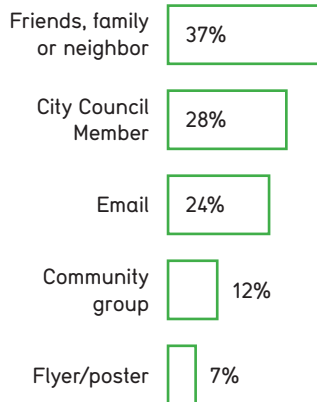
Many Eastern European Jews, some of whom are Holocaust survivors, congregate at the Borough Park YMCA for daily meals. Though most were not aware that they'd be helping decide the city's budget when they showed up on April 4, they were more than willing to have their voices be heard. They voted mainly for street safety, including traffic lights with countdown clocks, security cameras, and road improvements. According to one voter, "There is a great need for improvements. I call it the Wild West End of Brooklyn." Others were there on principle, responding, "I believe in participating in the democratic process."

In the end, District 44's seniors care deeply about the welfare of their neighborhoods, and back up their passion by continuing to be perhaps the most politically active segment of the population.

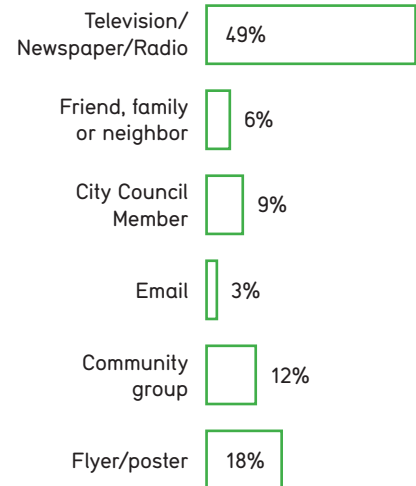
## How did people hear about participatory budgeting in District 44?

In District 44, most PB participants heard about PB through friends, family and news outlets. This might have been because the Council Member goes on a weekly radio show that he used to promote PB.

How People Learned About Neighborhood Assemblies in District 44



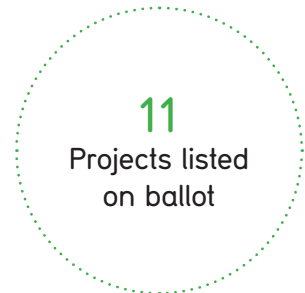
How People Learned About The PB Vote in District 44



# What projects were proposed in District 44, what made it on to the ballot and what won the vote?

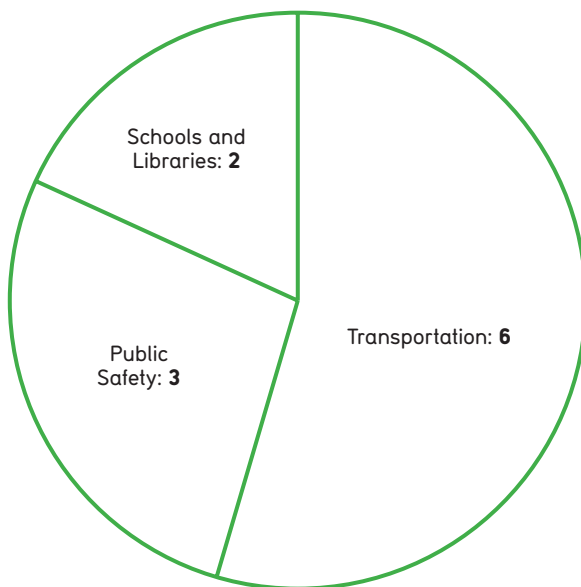
In September and October of 2012, District 44 held neighborhood assemblies that allowed community residents and stakeholders to propose projects to improve their neighborhoods. This process produced 76 project ideas, of which 35 were ultimately deemed eligible for PB. Ideas around improvements for parks, 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 11 projects that were put on the ballot. The graph below shows the categories of projects that ended up on the ballot in District 44.



## Projects on District 44 Ballot

Total Number: 11  
Total Cost: \$2,600,000  
Average Cost: \$236,364





**Winning Project**

Countdown Clocks in Borough Park, Midwood and Bensonhurst  
 \$600,000 total (\$200,000 for each neighborhood)  
 Borough Park: 1,056 out of 1,610 votes  
 Midwood: 397 out of 1,610 votes  
 Bensonhurst: 392 out of 1,610 votes

Three of the five winning projects were to install countdown clocks in Borough Park, Midwood, and Bensonhurst. Residents of three District 44 neighborhoods all decided to improve their street safety by voting to install pedestrian countdown-clocks in their neighborhoods' most dangerous intersections.

"We have a high population of seniors, as well as young children, in that area," remarked local resident Elias-Pavia about the clocks set to go up on the corner of Bay Parkway and 75th Street in Bensonhurst.<sup>102</sup> "The countdown clocks are needed. It helps to know how long you have to cross the street before the light changes."<sup>103</sup> In the past, countdown clocks have helped reduce deaths on Queens Blvd., known colloquially as "The Boulevard of Death."<sup>104</sup> Hopefully they will have a similar impact in District 44.

Winning Projects

Over 1,600 voters cast a ballot for their top five projects in District 44. Table 8 shows the projects that were selected.

Table 8  
5 Winning Projects: District 44

<u>Project</u>	<u># of Votes</u>	<u>% of Voters</u>	<u>Price</u>
Security cameras in Borough Park	1,109	69%	\$200,000
Countdown clocks in Borough Park	1,056	66%	\$200,000
Security cameras in Midwood	520	32%	\$200,000
Countdown clocks in Midwood	397	25%	\$200,000
Countdown clocks in Bensonhurst	392	24%	\$200,000
<u>Total</u>			\$1,000,000

## Lessons Learned/ Summary from District 44

Although PB got off to a slow start in its first year in Council Member David Greenfield's district, over 1,500 residents ultimately voted on how to spend \$1 million on needs within the district. While the sample size of surveys is quite small in District 44, data collected throughout the year show that PB participants that filled out surveys were representative of the district with a few differences. People of color and middle-incomes were underrepresented throughout the process and English speakers and college graduates were overrepresented. Residents of District 44 were most likely to hear about the neighborhood assemblies from family and friends or the Council Member, while most people heard about the vote through a media source, such as television, newspaper or radio. This change may be due to the weekly radio show Council Member Greenfield used to increase awareness about PB. At the neighborhood assemblies, residents proposed many projects around improvements for parks and improvements to schools and libraries. But when it came time for the vote, residents chose to use the \$1 million to make transportation improvements and install security cameras at various places throughout the district.



## 44th District Demographics

		<u>Census</u> <u>Data</u>	<u>Neighborhood</u> <u>Assemblies</u> N=44	<u>Budget</u> <u>Delegates</u> N=1	<u>PB</u> <u>Voters</u> N=37	<u>Voters in</u> <u>2009 Local</u> <u>Elections</u>	<u>Difference</u> <u>between</u> <u>PB &amp; 2009</u> <u>Voters</u>
<u>Gender</u> NA: N=40 BD: N=1 Voters: N=36	Female	50%	70%	100%	50%	52%	-2%
	Male	50%	30%	0%	50%	48%	+2%
	Other	N/A	0%	0%	0%	N/A	N/A
<u>Race/Ethnicity</u> NA: N=38 BD: N=0 Voters: N=31	Asian	17%	8%	N/A	0%	7%	-7%
	Black	1%	3%	N/A	0%	1%	-1%
	Latino/a	10%	3%	N/A	3%	6%	-3%
	White	71%	76%	N/A	94%	43%	+51%
	Other	1%	8%	N/A	7%	1%	+6%
<u>Highest Level</u> <u>of Education</u> NA: N=19 BD: N=1 Voters: N=23	Some High School or less	24%	5%	0%	13%	N/A	N/A
	H.S. Diploma or GED	32%	5%	0%	35%	N/A	N/A
	Associate/ Vocational Degree	6%	16%	0%	0%	N/A	N/A
	Some College	13%	16%	0%	9%	N/A	N/A
	Bachelor's Degree	16%	37%	100%	22%	N/A	N/A
	Graduate Degree	10%	21%	0%	22%	N/A	N/A
<u>Income</u> NA: N=31 BD: N=1 Voters: N=26	Less than \$10,000	10%	10%	0%	8%	0%	+8%
	\$10,000-\$14,999	8%	0%	0%	4%	1%	+3%
	\$15,000-\$24,999	14%	10%	0%	23%	25%	-2%
	\$25,000-\$34,999	12%	13%	0%	0%	39%	-39%
	\$35,000-\$49,999	13%	19%	0%	8%	28%	-20%
	\$50,000-\$74,999	18%	13%	0%	15%	5%	+10%
	\$75,000-\$99,999	10%	7%	0%	8%	0%	+8%
	\$100,000-\$149,000	10%	16%	100%	23%	1%	+22%
	\$150,000 or more	6%	13%	0%	12%	0%	+12%
<u>Age</u> NA: N=23 BD: N=1 Voters: N=28	14 years or under	25%	0%	N/A	N/A	N/A	N/A
	15 to 19 years	8%	4%	0%	7%	N/A	N/A
	20 to 24 years	8%	9%	0%	11%	N/A	N/A
	25 to 34 years	14%	4%	0%	29%	15%	+14%
	35 to 44 years	11%	30%	100%	11%	N/A	N/A
	45 to 54 years	11%	17%	0%	11%	N/A	N/A
	55 to 64 years	10%	13%	0%	14%	N/A	N/A
	65+ years	13%	22%	0%	18%	29%	-11%
<u>Language</u> NA: N=41 BD: N=1 Voters: N=31	English	32%	98%	100%	79%	N/A	N/A
	Spanish	9%	0%	0%	0%	N/A	N/A
	Other	59%	17%	0%	21%	N/A	N/A