

A Vision for Bicycling on the Lower East Side and Chinatown



# Neighborhood Action Plan

May 2012

## **Local Spokes coalition members**

Asian Americans for Equality

Good Old Lower East Side

Green Map System

Hester Street Collaborative

Recycle-A-Bicycle

Times Up!

Transportation Alternatives

Two Bridges Neighborhood Council

Velo City

# Local Spokes Members



**Asian Americans for Equality** has, since 1974, advanced the rights of Asian Americans and all those in need through advocacy, immigration assistance, social services, affordable housing, sustainability initiatives and economic development.



**Green Map System**, active in NYC and hundreds of diverse communities, supports a locally-led global movement charting the way to a sustainable future.



**Good Old Lower East Side** is a neighborhood base building organization that has been fighting to keep people in their homes and in their communities since 1977.



**Hester Street Collaborative** seeks to create more equitable, sustainable, and vibrant neighborhoods where community voices lead the way in improving their environment and public spaces through design, education, and advocacy.



**Recycle-A-Bicycle** is a community-based bike shop and non-profit organization that utilizes the bicycle as a resource to foster youth development, environmental education, community engagement, and healthy living.



**Time's Up!** is an environmental organization that advocates for bicycle uses and promotes environmental awareness.



**Transportation Alternatives** advocates for biking, walking and public transportation throughout the five boroughs of New York City.



**Two Bridges Neighborhood Council** is a long time developer of affordable housing and is involved in community development for the Lower East Side and Chinatown communities.



**Velo City** is a cycling-based urban planning and design education initiative serving high school youth and community residents of diverse, underserved NYC neighborhoods.

## Acknowledgments

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We also wish to thank: ABC No Rio, The BRC Senior Center, the Bike Friendly Businesses of CD3, Boys and Girls Republic, East Village Community Coalition, IOBY, El Jardin Del Paraiso, Meltzer Tenants Association, M'Finda Kalunga Community Garden, M.S. 131, Peter Shapiro, Streetfilms, and our Youth Ambassadors!



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[facebook.com/localspokes](https://facebook.com/localspokes)

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# Introduction

The Lower East Side and Chinatown are vibrant neighborhoods with histories as old as New York City. While the Lower East Side and Chinatown have long been the home for diverse immigrant and low-income residents, our neighborhoods have also served as places of community innovation, organizing and progressive change for decades. Situated in Lower Manhattan, our neighborhoods are at the center of significant multi-modal transportation infrastructure. Additionally, the Lower East Side and Chinatown experience high demand for development and competing land uses which stand to challenge the long-standing residential and mixed income character of the neighborhoods. In 2010 Local Spokes came together to develop a community-driven process that could shape the future of bicycling in our neighborhoods. Over the past year, Local Spokes has collected 1,200 community surveys and conducted numerous visioning sessions with more than 250 community residents throughout the Lower East Side and Chinatown. Issues such as accessibility for low-income residents, safety concerns, the Citi Bike share program, job creation, education and infrastructure were included.

Local Spokes' Neighborhood Action Plan identifies key findings that address local transportation infrastructure, bicycle education and safety, and the role of bicycling in creating and sustaining local jobs. The Plan synthesizes strategic recommendations generated from our comprehensive community outreach and visioning process. In the coming year Local Spokes will work to implement a core of activities from this Action Plan that furthers the issues and priorities identified through community visioning. Local Spokes will partner with public entities and ally organizations to advocate for the strategic recommendations which involve the investment of public resources and broader, systemic changes that improve cycling in the neighborhood.

## Who is Local Spokes?

Local Spokes, the Lower East Side/Chinatown Bicycling Coalition, engages local residents to envision the future of bicycling in our diverse neighborhoods.

We seek to engage and understand the community's various perspectives through multilingual outreach and a youth ambassadors program. This participatory process has led to the in the development of a neighborhood action plan that will result in additional resources to address potential barriers and increase accessibility to bicycling.

Local Spokes is a coalition of nine community based organizations that came together in 2010 to create a new model for inclusive and sustainable development. Local Spokes was formed in response to a perceived lack of community involvement in the planning process around growing bicycle movement in New York City, particularly amongst low income residents, people of color, immigrant communities, and youth.



# Neighborhood Context

## About the Lower East Side and Chinatown

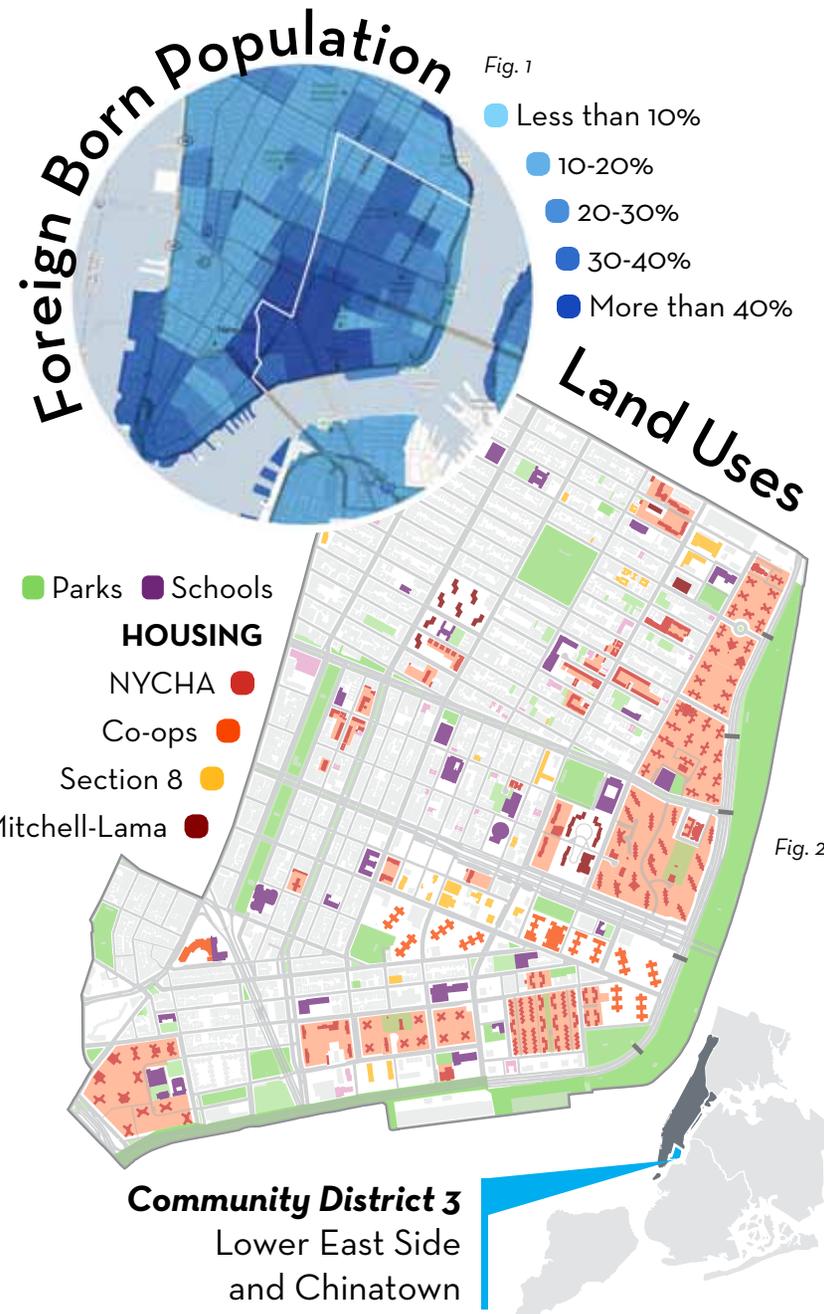
Local Spokes advocates for bicycling education, access, and infrastructure throughout Manhattan's Lower East Side and Chinatown, which also encompass the East Village and Two Bridges neighborhoods. The roughly 1.7-square-mile area extends from the Bowery east to the East River and from Fourteenth Street south to Chatham Square. Local Spokes' service area conforms to the boundaries of Manhattan Community District 3.

## Demographics

Since the 1800s, the Lower East Side and Chinatown have served as major settlements for immigrant populations establishing themselves in New York; today, they remain some of New York City's most ethnically and economically diverse neighborhoods. Of the approximately 165,000 residents, 40% self-identify as White; 36% Asian; 22% Hispanic, and 9% African-American.

According to the most recent available data, immigrants continue to settle throughout the Lower East Side and Chinatown. In 2000, 40.1% of Lower East Side residents were foreign born; the majority of these residents (70.7%) migrated to the US from Asia (60.4% of total population are of Chinese origin) followed by 15% from Latin America (9.9% Dominican; 1.3% Mexican; 1.1% Ecuadorean).<sup>1</sup> The major languages spoken in the neighborhood are English, Chinese and Spanish.

Almost 90% (87.3%) of housing in the neighborhood is renter-occupied; nearly 40% of renter households pay more than 35% of their income in rent. The median household income for the area is \$34,740, which is 69% of the city-wide median income (\$50,173). The incomes of 26.2% of households on the Lower East Side and Chinatown fall below the poverty level.



# Neighborhood Context

## Neighborhood Character

The Lower East Side and Chinatown represent the third most densely-settled area in New York City. Most of the East Village, Chinatown and Two Bridges neighborhoods are characterized by a mix of nineteenth- and early-twentieth-century tenements—typically 5- and 6-story walk-up apartments—many of which feature first-floor commercial and retail space. The long tradition of local manufacturing has been on the decline since World War II, leaving a neighborhood dominated by residential and retail development.

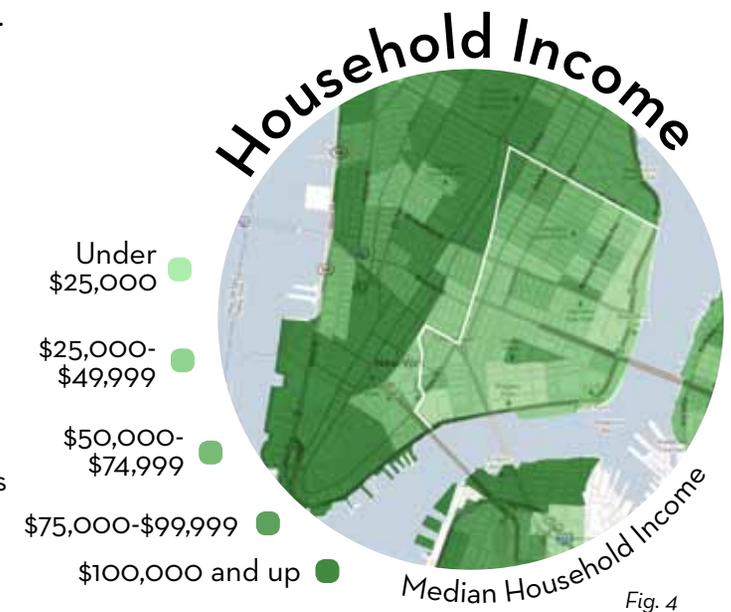
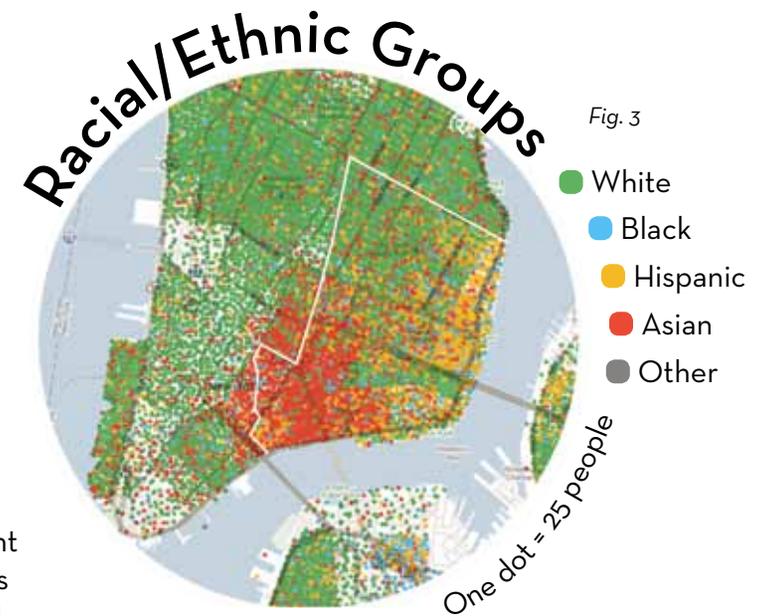
In contrast to the dense, small-scale housing stock of the neighborhood's core, urban renewal in the mid-twentieth century resulted in the transformation of the former tenement districts along the East River. A series of superblock campuses of towers-in-the-park-style public and subsidized housing line the East River waterfront from Fourteenth Street all the way to the Brooklyn Bridge, and extend 2 to 4 blocks inland. These multi-story residential apartment complexes are typically surrounded by a mix of lawns, tree-lined paved linear pathways, internal roads, and parking lots.

## Institutions and Parks

Public schools, libraries and other community institutions are relatively well distributed throughout the Lower East Side and Chinatown. A number of small urban green spaces, community gardens, “Greenstreets” and pocket parks dot the neighborhood, but are primarily concentrated in the East Village. The neighborhoods of the Lower East Side and Chinatown are served by relatively few large city parks offering active recreation opportunities:

- Columbus Park in Chinatown
- Tompkins Square Park in the East Village
- The linear Sara D. Roosevelt Park running south from Houston to Canal Streets
- The linear East River Park, between the FDR Drive and the East River

The city is in the process of constructing the East River Waterfront Esplanade & Greenway, a linear park located below the FDR Drive along South Street. Plans include a bikeway with a linkage to the East River Park through the future Pier 42 park, at the foot of Montgomery Street.



# Neighborhood Context



## Transportation

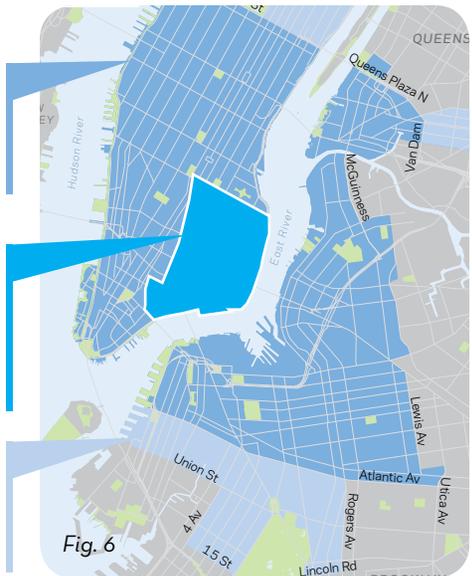
While Chinatown is centered on several mass transit lines, the Lower East Side in general is poorly served by mass transit. At the same time, the Lower East Side and Chinatown are bounded and dissected by major thoroughfares and truck routes. Traffic congestion adds to the neighborhoods' heavy burden of air pollution.

Three of the city's major East River bridges direct heavy commercial and commuter traffic onto the Lower East Side and Chinatown's surface streets. The Williamsburg Bridge connects to Delancey Street; the Manhattan Bridge connects to the Bowery & Canal Street; and the Brooklyn Bridge links to the FDR Drive, South Street, and the Chatham Square area.

The eastern and southernmost portions of the Lower East Side and Chinatown, particularly the areas of the public housing superblocks, are least served by public transportation, specifically subways. Residents in this predominantly residential area are the least likely to own their own vehicles. According to 2008 Public Use Microdata Area (PUMA), the majority of residents of the Lower East Side and Chinatown do not own or otherwise have access to a vehicle, and are reliant on other forms of transportation—walking, public transportation and bicycles—to reach jobs, schools and other destinations in the neighborhood or beyond.<sup>2</sup>

Over the past decade New York City has invested in a substantial build-out of the bicycle lane network, and much of this infrastructure intersects in the Lower East Side and Chinatown. These neighborhoods are situated as nodes for the City's bicycle infrastructure due to their proximity to Lower Manhattan, ready access to Brooklyn from the Williamsburg and Brooklyn Bridges, and connections to midtown Manhattan. When New York City launches its bike share program in July 2012, the Lower East Side and Chinatown will be at the geographic center of the system. New York City's bike share system will be the first in the country that is centered in a low-income neighborhood, which creates an opportunity to create a system that is accessible to riders of all household incomes and multiple perspectives on cycling.

- Bike Share**  
Deployment  
July 2012
- Community District 3**  
Lower East Side  
and Chinatown
- Bike Share**  
Deployment  
Spring 2013



# How This Plan Was Created

**LOCAL  
SPOKES**  
Coalition  
formed  
Fall 2010



**Youth  
Ambassadors**

**7 week  
summer program**  
Summer 2011

**Ongoing Community Events, Communications  
and Advocacy**

**Neighborhood  
needs  
assessment**

**1,200 surveys**  
Summer 2011

**8 visioning sessions**  
Fall 2011 - Winter 2012

**Example Finding:**  
The majority of  
respondents would  
like to own a bike.



# Youth Ambassadors

The Local Spokes Youth Ambassador program is a seven week summer program that introduces local high school students to both urban planning and organizing concepts through exploring their neighborhood by bicycle. In 2011 the youth ambassadors interviewed and surveyed other residents, created a neighborhood tour and helped support and facilitate community events. In 2012 the Youth Ambassadors will be an integral part of implementing the Neighborhood Action Plan. The program will focus on creating a wayfinding project and conducting a survey of existing bike lanes and bike parking conditions in the neighborhood.

**7 week  
summer program**  
Summer 2012

**Neighborhood  
Action Plan**  
May 2012

**Implementation  
and Continued  
Advocacy**

**Neighborhood  
Action Plan**  
Components

**Infrastructure  
Improvements**

Bike Parking  
Bike Lanes  
Bike Share  
Wayfinding  
Community Space

**Education  
Programs**

Biking at Schools  
Public Education  
Safety

**Employment**

Leadership Training  
Job Training Center  
Local Job Creation

# Survey Process

Local Spokes began its neighborhood needs assessment process by developing a tri-lingual (English, Chinese and Spanish) survey. The survey asked people about mobility in the neighborhood, access to transportation, barriers to biking and rider habits. The survey was conducted over the summer of 2011 and led to 1,200 responses. It reflected neighborhood demographics from people who either live, work or go to school in the Lower East Side and Chinatown. Our analysis breaks down results by income level.

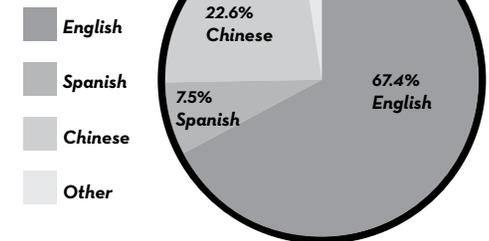


# Survey Demographics

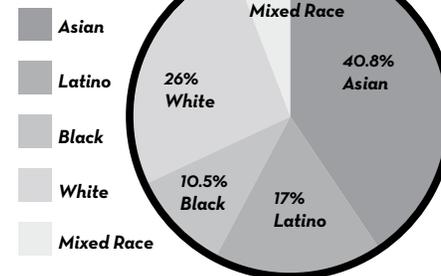
## Annual Household Income of survey respondents



## Primary Language



## Race



# Key Findings

## FINDING 1: AFFORDABILITY and TRANSIT ACCESS

Low income residents own bikes at a lower rate than other residents.



Low income residents spend less money for transportation.



\$65.32



\$83.30



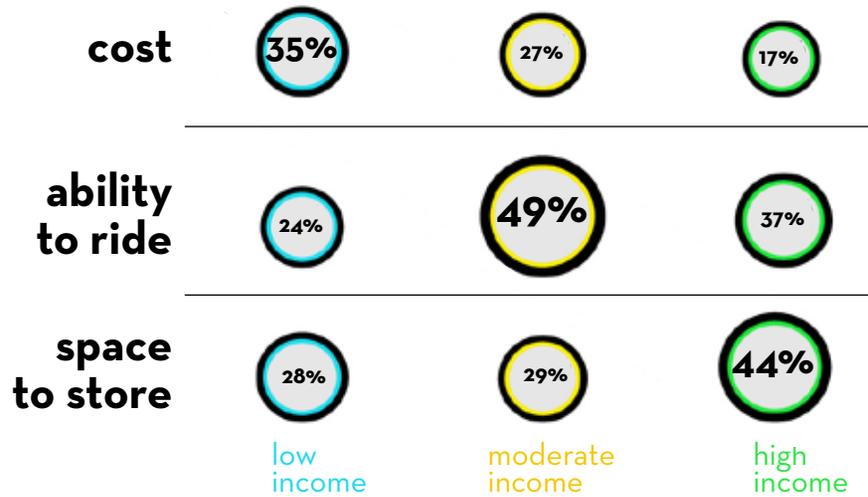
\$116.81

Low income residents live farther from public transit.



# Key Findings

## FINDING 2: BARRIERS to BIKE OWNERSHIP

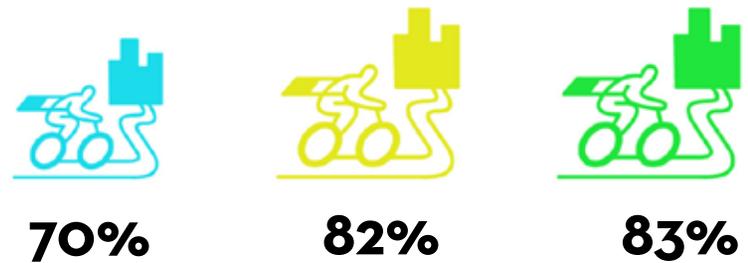


But the majority of respondents would like to own a bike.



## FINDING 3: BIKE LANE CONDITION

Most people live near a bike lane.



More people would ride bikes if the bike lanes were better.



# Visioning Process



Local Spokes conducted an extensive visioning process, to gather ideas from residents about how they would see cycling benefit the neighborhood. This process included large public community meetings and intimate sessions conducted with community partners. Building off of the survey findings, Local Spokes identified six issues for discussion:

- Cost, Affordability, & Economic Needs
- Health & Recreation Needs
- Ability to Ride
- Language Access & Cultural Barriers
- Space Needs
- Youth Needs

In small groups participants chose an issue and they focused on ideas and solutions that answered the following three questions:

1. What physical changes or improvements can be made in the neighborhood?
2. What education, organizing or advocacy needs to happen?
3. What types of activities, events or programs can take place?

Together the survey data and qualitative visioning input form a comprehensive neighborhood needs assessment. This needs assessment has been organized into the following three categories:

**Infrastructure Needs**

**Education and Enforcement Needs**

**Employment Needs**

## Locations of Visioning Sessions

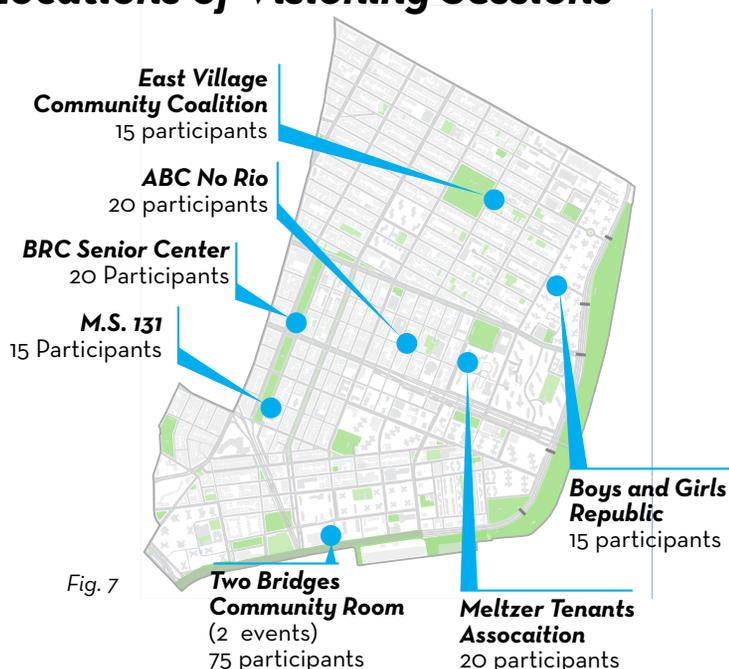


Fig. 7

# Infrastructure Needs

*Bicycle infrastructure stood out as a priority among residents in both survey results and community visioning sessions. The LES and Chinatown have a strong existing bike lane network and high bike ridership. Riders are biking both within the neighborhood and through it due to the three major East River bridges. Street and sidewalk space is crowded with many competing interests. When bike share launches in July 2012, the LES and Chinatown will be positioned at the geographic center of the program.*



Bike Parking



Bike Lanes



Bike Share



Community Space

## Bike Parking

The need for additional secure bike parking was expressed both in surveys and during visioning sessions. Lack of bike storage was the main deterrent to bicycling, among higher income residents but was also a concern for middle- and low-income residents. Residents expressed a desire for more bike racks of all types:

- On the sidewalk
- In on-street parking spaces
- In locked off-street lots such as community gardens

Residents from public housing more specifically expressed a need for parking within New York City Housing Authority property. Parking garages, schools and private residential buildings also stood out as high priorities. In terms of linkage to mass transit, residents thought potential improvements should include more bike racks and covered bike parking at subway stations and bike racks on buses.

## Bike Lanes

In community surveys, a majority of respondents stated that they lived near a bike lane, and would ride more often if bike lanes were in better condition. During visioning sessions, residents identified the need for resurfacing on streets with bike lanes, such as Rivington and Stanton. Residents expressed a desire for more bike lanes, including protected bike lanes on major corridors within the neighborhood such as Delancey Street and the Bowery. East River Park came up as an important community space that lacked safe bike access points and connections. Finally, better signage to existing routes and better street lighting were highlighted as areas for improvements in the bike network within the neighborhood.



**“I want to have more biking routes on the Lower East Side.”**

## Bikeshare

Affordable, accessible bike share was a priority in all visioning sessions. When New York City launches its bike share program in July, it will be the largest program in North America and the only program of its size to include low-income communities in its geographic core. Bike share accessibility solutions identified by residents include: alternative payment options to credit cards, a sliding scale bike share fee for low-income users, and bike share stations in residential areas and within underserved communities regardless of existing bike ridership. Education and outreach within NYCHA was also identified as an essential step to making bike share equitable in the LES and Chinatown.



*“Protected bike lanes are attractive to new bikers.”*

*“Bringing bike share to neighborhoods where people aren’t already biking can encourage more infrastructure.”*



## Community Space

Residents expressed three main hopes for better integrating bicycling into the LES and Chinatown communities: more bicycling among youth and at schools, affordable, accessible bike repair and a community space for bicycling. With regard to bicycling in schools, residents thought that space to ride without car traffic was important, whether this be permanent, like play streets outside schools, or temporary street closures. Residents thought that bike parking at schools in addition to bike workshops and classes in schools were also important.

# Education & Safety Needs

There is a great opportunity to get more affordable biking options for residents of the Lower East Side and Chinatown through bike share. However, there is a need for continued and expanded public education regarding what bike share is, how it can be used and how people without credit cards can access the system. These public campaigns must be conducted in other languages, in addition to English.



Biking at Schools



Enforcement



Safety



Learn-to-Ride

**“There is a great demand for learn-to-ride classes and they fill up quickly. More classes are needed.”**



## **Biking at Schools**

Many participants indicated that a major portion of the education strategy should focus on youth and schools. Community members suggested programming to target youth both at schools and outside school, with a specific focus on programs for girls. Possibilities include incentive programs to encourage riding and cycling-based events. Other participants suggested that including biking in the school curriculum would be an effective way of getting young people to ride safely. A significant issue that arose during the visioning sessions was concern that administrators might have liability issues and parents might have safety concerns related to students riding bikes to or at schools. Experiences from Safe Routes to School and other youth bicycling programs have shown that these issues can be resolved. An interesting outcome of the visioning sessions was that people expressed the need to continue a community dialogue that includes youth around a vision for bicycling in the community. This could be done through creating and participating in health and wellness events that encourage bicycling and working with a diverse group of multilingual media outlets.



*“When you buy a bike, it should come with instructions for rules for the road and what not to do.”*

## Learn-to-Ride

Several ideas related to education and programming emerged from the visioning sessions. Of most importance was affordable access to bicycles and repair and maintenance. Participants wanted low-income households in the community to be targeted for bike sales, repair/maintenance workshops and earn-a-bike programs. Bike rentals were also a popular suggestion in the survey and visioning sessions. Other respondents wanted more free learn-to-ride programs and suggested the inclusion of bike giveaways at such events.

## Rules of the Road

Other participants expressed an interest in education on how to ride in the streets and on enforcing the rules of the road. Suggestions on this topic varied from having more police officers on bikes to posting public service announcements for drivers and cyclists. Participants felt that special attention regarding safety and rules of the road should be placed on certain target groups including: restaurant/delivery riders, inconsiderate riders, bike shop customers and taxi drivers. Particular issues identified as needing education and enforcement included speeding, distracted driving, pedestrians standing in bike lanes, riding against the flow of traffic, vehicles blocking bike lanes and dooring.

## Safety

A varied number of suggestions were made regarding how to disseminate educational information surrounding biking and sharing the streets. The suggestions included working with relevant city agencies to improve posted regulations, creating a system of enforcement for cyclists and even performance art as a way to address the issue of public education.

*“We need regular bike clinics for people who don’t know how to ride safely.”*



# Employment Needs

*Based on survey results and findings from a series of community visioning sessions, it was clear that job training, job creation and job placement are priorities in the Lower East Side and Chinatown. It was also clear that cost, affordability, and economic need are also a primary concern for low-income residents in the area. While most low-income, moderate-income, and high-income participants would like to own a bicycle, low-income participants cited cost as the most significant barrier.*



A Growing Market



Leadership Training



Job Training Center



## A Growing Market

In addition to bike share, a related factor for bike-related jobs in New York is ridership. According to recent data from the NYC Department of Transportation, ridership has increased 28% in the past year, 236,000 New Yorkers are riding bikes every day and 51,000 New Yorkers started biking in the past year alone. One out of every 24 vehicles in motion on city streets is a bicycle. These numbers show that bicycling is New York City's fastest growing mode of transportation. It makes a strong case for prioritizing bike-related job training, job creation, and job placement at the local level.

## Leadership Training

Community residents expressed interest in having access to affordable, quality bicycles through local retail shops. They suggested alternatives for affordable bike repair, including a self-service bike repair station and a "mobile bike shop" to offer bike maintenance "on the go." In addition, participants suggested working with the shops to create an environment that would support bike-related businesses. By building economic support for local business, the community could work together to create new opportunities for job training programs for youth and adults. Job training programs would provide instruction for bike maintenance, diagnosis, and repair. Programs could also facilitate an earn-a-bike option for youth and adults, avoiding the monetary costs of bicycles altogether. In addition to the "hard skills" training, the job training facility would offer a "soft skills" component, providing guidance and instruction for resume development, interview preparation and customer service.



*"Building bicycles is rewarding. It's an accomplishment to learn you can do something so useful with your hands."  
--Christopher Izaguirre, Age 18*

## **Job Training Center**

Participants also recognized bike share as a tremendous resource and potential opportunity for involvement at the local level. With the introduction of 53 bike share stations to the Lower East Side and Chinatown, residents recommended that bike share stations also be installed in residential areas and not just in commercial districts. There was also strong support to create alternative payment options for low income riders to ensure that Citi Bike is affordable and accessible to all New Yorkers. For example, it was recommended that a system be put in place that includes the option of sliding scale payments for low income residents and allows users of bike share to pay with cash or a pre-paid card system. By meeting the needs of low income residents, bike share can engage local residents in a direct and meaningful way and also serve to create a demand for new bike infrastructure. In addition, 275 new local jobs will be created through Citi Bike, creating job placement opportunities for local residents. Participants also felt that hiring for new positions in local communities would encourage more residents from that community to join the bike share program.

## **Sustaining Jobs That Rely On Cycling**

Throughout its history, the Lower East Side and Chinatown local economy has depended on jobs that rely on cycling and this continues today. This job sector includes delivery personnel, couriers, facilities workers, bike shops and other businesses that serve cyclists. The Lower East Side is soon to become the city's first Bike Friendly Business District, a program of Transportation Alternatives, after years of advocacy and community organizing within the small business and cycling communities. Participants of our community needs assessment made a deep connection between jobs and cycling. As we conceptualize a vision for cycling in Chinatown and the Lower East Side, it is important to recognize the role that cycling plays already plays in our economy. Any plan must engage with this sector of the community, sustain these jobs and promote the safety and welfare of working cyclists.

# Infrastructure

## Bike Share

### What Local Spokes will do:

- > Conduct bike share demonstrations and informational sessions at neighborhood events and tenants associations
- > Train a local resident(s) to be ambassadors about the bike share program at community meetings and on site at bike share stations
- > Create a multilingual poster awareness campaign for New York City Housing Authority (NYCHA) and other housing development buildings

### Local Spokes recommends:

- > Locate additional bike share stations at East River Waterfront access points
- > Translate bike share outreach materials and station signage in neighborhood specific languages
- > Extend discount program for NYCHA residents to all low income residents
- > Hire local residents for the Alta / Citibike Bike Share Ambassador program

### Proposed bike share station locations within CD3

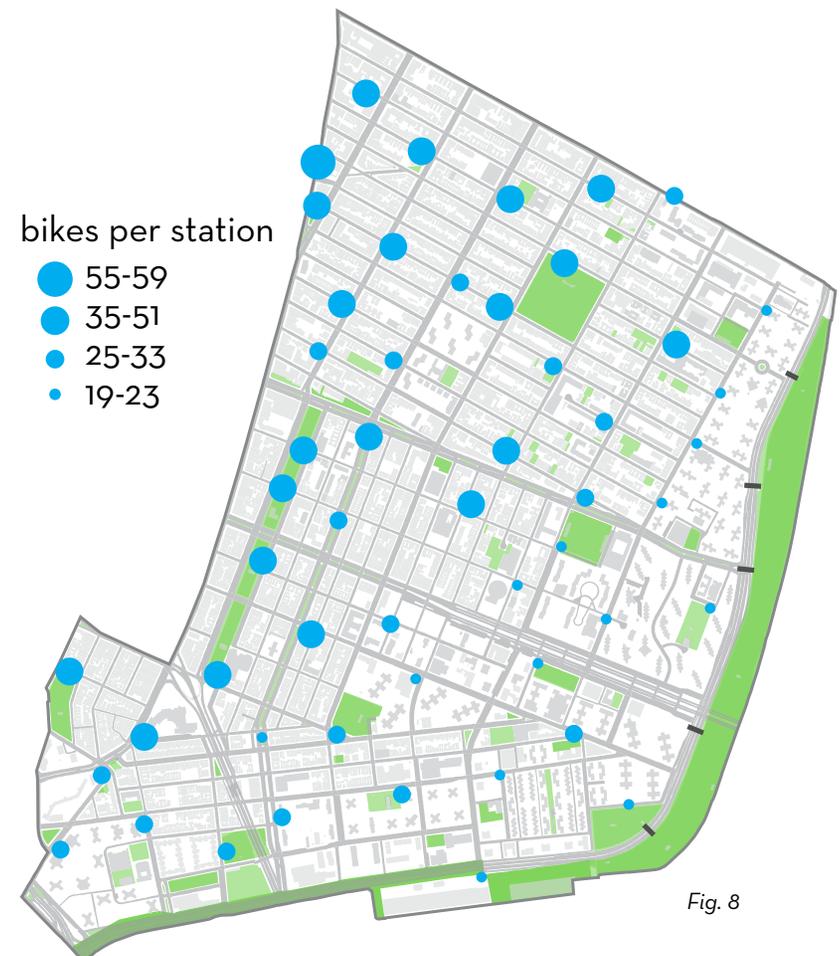


Fig. 8

## Bike Parking

### What Local Spokes will do:

- > Identify sidewalk space or parking spots that could accommodate the NYC Department of Transportation's (DOT) Street Racks program
- > Work with the Bike Friendly Business owners to identify locations to request a cluster of bike racks
- > Support local efforts to manage and re-use abandoned bike issue at the neighborhood scale, including coordination of public resources from DOT and the NYC Department of Sanitation

#### Street Racks

are city installed bicycle racks that they are installed in small groups. Instead of being placed on the sidewalks, they're sited in a curbside parking lane in the street. This design is used in places where demand for bicycle parking outstrips the available sidewalk space. The design requires a maintenance partner who agrees to keep the space clean of debris and to clear snow. Some locations also feature large planter pots, also maintained by the partner.



Street Racks being installed at Mud Coffee on East 9th St. The only current Street Racks location within CD3

Fig. 9

### Local Spokes recommends:

- > Increase the number of city racks in CD3 from the estimated 1,025 racks by at least 20%
- > Implement 3-5 Street Racks locations within the LES and Chinatown
- > Emphasize addition of racks at public buildings including schools and public housing, and within public parks
- > Implement the NYC Department of City Planning's study around bike parking connections with mass transit
- > Identify a pilot NYCHA building development to locate an indoor bike parking area

#### Bike Friendly Businesses

is a program of Transportation Alternatives that encourages business owners to show their support for biking. Businesses can participate by distributing the Biking Rules handbook, or by offering a small discount to customers who arrive by bike. Participants are listed in an online directory, advertising their support for customers and employees who bike.



## Wayfinding - Navigating the Neighborhood

### What Local Spokes will do:

- > Develop a wayfinding and rules-of-the-road signage campaign with the youth ambassadors to increase awareness and promote connectivity around bike infrastructure within the neighborhood
- > Use existing programs like the DOT's Urban Art Program to implement the signage campaign in a temporary way

### Local Spokes recommends:

- > Incorporate a larger strategy around connections in the neighborhood bike lane network and to the East River Greenway in DOT's neighborhood wayfinding program
- > East River Park and Pier 42 waterfront park projects should include Greenway and neighborhood wayfinding in their renovations



Fig. 10

NYC DOT's Curbside Haiku Signage Project

The Avenue of the Immigrants a temporary wayfinding installation by Hester Street Collaborative that was on Allen Street

## Bike Lane Condition and Safety

### What Local Spokes will do:

- > Conduct a survey and mapping project of existing bike infrastructure with the Youth Ambassadors to identify conditions that need improvement, locations for additional city racks, or potential new bike lanes

### Local Spokes recommends:

- > DOT implement specific safety and infrastructural improvements recommended by the Youth Ambassadors
- > Replicate Delancey Street Working Group to study bike and pedestrian safety on other major corridors - Bowery and Houston Street, to recommend and monitor improvements

## Space for Community Activities around Biking

### What Local Spokes will do:

- > Create a design for a mobile cart for community education, outreach, and bike repair that can be deployed at community events throughout the neighborhood
- > Pilot mobile outdoor bike repair workshops at First Street Green, a new park at Houston and 2nd Avenue

### Local Spokes recommends:

- > Include biking support facilities in East River projects: NYC Economic Development Corporation's Rutgers Slip Pavilion and/or NYC Parks Pier 42 project



Fig. 11

*Pedal to the People, a mobile bike repair project in Chicago*



Fig. 12

*The LES Ecology Center's "Fishmobile," mobile environmental education bike*



Fig. 13

*Kickstand Coffee, mobile coffee stand*

## Education & Safety

### Bike Education in Schools

### What Local Spokes will do:

- > Identify and meet with three neighborhood schools, 1 each elementary, middle, and high schools, to integrate a bike education program into curriculum using Recycle-A-Bicycle's fleet of youth bicycles
- > Pilot Local Spokes Bike Education program in 2012-2013 school year

### What Local Spokes recommends:

- > NYC Department of Education and DOT partner to replicate Local Spokes Bike Education program in 25% of District 1 schools by 2015



## Public Education and Safety

### What Local Spokes will do:

- > Create a guerilla education campaign using magnets, spoke cards, seat covers, or other easily removable “take-aways” that each depict a single message about sharing the streets or rules of the road
- > Distribute through ‘Bike Friendly Businesses’ (see page 21)

### What Local Spokes recommends:

- > DOT continue to conduct community engagement using multi-lingual and multi-modal education materials
- > Enforcement should equitably target dangerous behavior by drivers and cyclists, and include thorough investigation of accidents
- > Enforcement should ensure that bike infrastructure is clear of obstruction and safe
- > Deploy police officers on bicycles for enforcement around biking behavior

## Employment

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### Job Creation

### What Local Spokes will do:

- > Create a local job training program around bike mechanics and workplace skills (Recycle-A-Bicycle and Henry Street Settlement) that attracts local residents

### What Local Spokes recommends:

- > Alta / Citibike should hire mechanics that have completed the Local Spokes job training program

# Endnotes

1. New York City Department of City Planning. 2005. Manhattan Community District 3 Profile. Source: U.S. Census Bureau, 2000 Census Special Tabulation. Available online at: <http://www.nyc.gov/html/dcp/pdf/lucds/mn3profile.pdf>
2. Data calculated per housing unit rather than a per capita basis. Of the estimated 71,421 housing units in the neighborhood, 59,332 or 83.1% were estimated to have no vehicles available. Estimating average household size at 2.28, approximately 135,276.96 people do not have access to a vehicle, or 82.28% of neighborhood population. U.S. Census Bureau. 2008. Public Use Microdata Area (PUMA); Population Division—New York City Department of City Planning. Available online at: [http://www.nyc.gov/html/dcp/pdf/lucds/puma\\_maps.pdf](http://www.nyc.gov/html/dcp/pdf/lucds/puma_maps.pdf)

## Photos and Figures

All photos taken by Local Spokes coalition members, unless otherwise noted.

1. Map of Foreign Born Population. U.S. Census Bureau 2005-2009 American Community Survey. Mapped by the New York Times. “Mapping America: Every City, Every Block.” <http://projects.nytimes.com/census/2010/explorer>
2. Map of Land Uses. Data collected by Pratt Institute Department of City and Regional Planning Fall 2011 mini-studio for Good Old Lower East Side.
3. Map of Racial/Ethnic Groups. U.S. Census Bureau 2005-2009 American Community Survey. Mapped by the New York Times. “Mapping America: Every City, Every Block.” <http://projects.nytimes.com/census/2010/explorer>
4. Map of Household Income. U.S. Census Bureau 2005-2009 American Community Survey. Mapped by the New York Times. “Mapping America: Every City, Every Block.” <http://projects.nytimes.com/census/2010/explorer>
5. Map. Major Truck Routes, Source: NYC Department of Transportation. Select Bus Service Stops, Source: Metropolitan Transportation Authority. Subway Stations, Source: CUNY Mapping Service at the Center for Urban Research, <http://spatialityblog.com/2010/07/08/mta-gis-data-update/>
6. Map of Bike Share service area. Source: NYC Department of Transportation.
7. Map of Locations of Visioning Sessions held by Local Spokes.
8. Map of Proposed bike share station locations within CD3. Source: NYC Department of Transportation and Steven Romalewski, [http://spatialityblog.com/2012/05/14/citibikenyc\\_firstlastmile\\_quantified/](http://spatialityblog.com/2012/05/14/citibikenyc_firstlastmile_quantified/)
9. Photo of Street Racks installation at Mud Coffee on East 9th Street by Mike Epstein.
10. Photo of Curbside Haiku Signage Project by NYC Department of Transportation.
11. Photo of Pedal to the People by Glotalot, <http://glotalot.tumblr.com/post/21865125414/curently-getting-my-bike-tuned-up-right-here-ar>
12. Photo of Lower East Side Ecology Center’s Fishmobile by Habana Works, <http://www.habanaworks.org/blog/post/every-day-should-be-a-festival-of-ideas>
13. Photo of Kickstand Coffee by Desh Raj Sharma, GreenDiary, <http://www.greendiary.com/entry/kickstand-coffee-pedal-powered-mobile-coffee-bar/>

**Environment / Health**

29. Do you regularly exercise?

Yes  No

30. what do you do to exercise?

\_\_\_\_\_

31. How many hours per week?

0-2  3-6  7-10  10+

32. Do you or does someone in your family have asthma or a respiratory condition?  Yes  No

**Neighborhood**

33. Do you feel like you have decision making power in your community?

Yes  No

34. If no, who do you think does?

\_\_\_\_\_

35. In general how do you feel about the increased number of bike lanes and bicyclists?

\_\_\_\_\_

If you would like further information about The LES / Chinatown Bicycling Coalition's efforts please provide us with your contact information:

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

PHONE/EMAIL: \_\_\_\_\_

\_\_\_\_\_

**Additional Comments?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**More about LOCAL SPOKES**

Local Spokes engages Lower East Side and Chinatown residents to envision the future of bicycling in our diverse neighborhoods.

This NYC-based Coalition seeks to engage and understand the community's various perspectives through multilingual outreach and a youth ambassadors program.

This participatory process will result in the development of a conceptual plan and additional resources to address potential barriers and increase accessibility to bicycling. Ultimately we hope to create a new model for inclusive and sustainable development.

Coalition members include 9 organizations:

- Asian Americans for Equality**
- Good Old Lower East Side**
- Green Map System**
- Hester Street Collaborative**
- Recycle-A-Bicycle**
- Times Up!**
- Transportation Alternatives**
- Two Bridges Neighborhood Council**
- Velo City**

[www.localspokes.org](http://www.localspokes.org)

**THANKS!**



Lower East Side - Chinatown Bicycling Coalition



**Share your views about bicycling and community transportation access!**

**Neighborhood Survey**

1. What is your relationship to the Lower East Side and Chinatown communities? (Please check all that apply)

- I live in the area  I work in the area
- I have a business in the area
- I go to school in the area
- Other \_\_\_\_\_

2. How long have you lived, worked, etc in the neighborhood?  1-2 years

- 3-5 yrs  6-10 yrs  10-20 yrs
- 20-30 yrs  30-40 yrs  40 + yrs

## Transportation Access

3. How do you currently get around?  
(check 1 or more)  Bus  Subway  
 Bicycle  Foot  Car service  Car  
 Wheelchair  Other: \_\_\_\_\_
4. How do you feel about the access  
to transportation in your neighborhood?  
 Great  Good  Fair  Poor
5. About how much do you spend per  
month on transportation \_\_\_\_\_
6. How many blocks do you live from a  
subway station? \_\_\_\_\_  
a bus stop? \_\_\_\_\_
7. Did the recent bus/subway  
service cuts affect your access to  
transportation?  Yes  No  
If yes, how? \_\_\_\_\_
8. How often do you travel outside of the  
Lower East Side/Chinatown per week?  
 not regularly  1-2 days  
 3-4 days  5-6 days  everyday
9. What neighborhood do you travel to  
most often? \_\_\_\_\_

## Bicycling

10. Do you own a bike?  Yes  No
11. If you don't own a bike, would you like  
to?  Yes  No

12. If you don't currently have a bike and  
you would like to, what are the reasons you  
do not? (check 1 or more)  
 Cost  Fear of riding in the city  
 Don't know how to ride  
 Space to store  Biking isn't cool  
 Other: \_\_\_\_\_

13. What would make you more likely to  
ride a bike?  Going on a group ride  
 Better signage  Better bike lanes  
 Bike Sharing program  
 Bike riding/safety workshop  
 Bike mechanic workshops

## If you own a bike...

14. How often do you ride a bike?  
 Everyday  a few days per week  
 once a week  a few days per month  
 once every few months
15. When do you ride? (check 1 or more)  
 fair weather  poor weather  
 spring  summer  fall  winter
16. What do you ride for?(check 1 or more)  
 Fun or Recreation  As part of a job   
Commuting  To run errands
17. Why is biking important for you  
 better for the environment  
 for independence  time saving  
 to be healthier  to save money  
 to be social  
 lack of other transit options
18. Do you bike more often now that there  
are more bike lanes?  Yes  No
19. Are there bike lanes you can use  
nearby?  Yes  No

20. If so, does using a bike lane make  
you feel safer?  Yes  No

21. Are you a bike delivery person, bike  
messenger, or pedi cab driver?  
 Yes  No

## Demographic Info (confidential)

Note: This information is strictly confidential  
and collected only to ensure a diverse survey  
sample.

22. Age: \_\_\_\_\_
23. Gender:  M  F  TG/TS
24. Zip Code where you live: \_\_\_\_\_

25. Race/ Ethnicity:  
 Asian  Latino/Hispanic  
 Black/African-American  White  
 Mixed Race: \_\_\_\_\_

26. What is your primary language?  
 English  Spanish  Chinese  
 Other: \_\_\_\_\_

27. What is your annual household in-  
come level?  
 \$15,000 or less  \$50,001-\$70,000  
 \$15,001-\$30,000  \$70,001-\$100,000  
 \$30,001-\$50,000  more than \$100,000

28. What type of housing do you live in?  
 NYCHA  Section 8  rent stabilized  
apartment  market rate apartment  
 co-op  condominium  homeless



# Visioning Session Toolkit

These materials were used in workshops to solicit input from attendees; all sheets were also available in Chinese and Spanish.

1



**OPPORTUNITIES for our NEIGHBORHOOD to BENEFIT from BICYCLING**

**Instructions**

- > These cards are topics of discussion involving bicycling in our neighborhood
- > The questions on each card will help us frame the conversation
- > We will use these topics to brainstorm ideas and solutions we can act on.
- > Using stickers vote for any two topics most important to you.

## PRIORITIZE TOPICS/ISSUES

<p><b>COST, AFFORDABILITY, and ECONOMIC NEEDS</b></p> <p>How can biking create jobs in our community? How can we make biking affordable and accessible to all?</p>	<p><b>HEALTH &amp; RECREATION NEEDS</b></p> <p>How can biking support health and recreation needs in our community?</p>
<p><b>ABILITY TO RIDE</b></p> <p>How can our streets become safer for all? How can we create opportunities to learn how to ride?</p>	<p><b>LANGUAGE ACCESS &amp; CULTURAL BARRIERS</b></p> <p>How can we ensure community members aren't excluded?</p>
<p><b>SPACE NEEDS</b></p> <p>What are our communities space needs for bikes?</p>	<p><b>YOUTH NEEDS</b></p> <p>How can biking benefit local youth?</p>
<p><b>IS THERE ANOTHER BIKING RELATED TOPIC WE SHOULD DISCUSS?</b></p>	<p><b>IS THERE ANOTHER BIKING RELATED TOPIC WE SHOULD DISCUSS?</b></p>

2

Education in schools and after-school programs	Spaces where kids can learn to ride safely	Better Signage	Build more bike parking	Repair roads
Locations for bike share stations	Low cost bikes	Job Training Programs	Rules of the road education campaign	Indoor bike racks in public housing
Bikeshare awareness campaign in public housing	Learn-to-ride classes	Make bikeshare affordable to all	Places for jobs related to biking	Build a bike lane here

**OPPORTUNITIES for our NEIGHBORHOOD to BENEFIT from BICYCLING**

**Instructions**

- > Brainstorm and discuss solutions to the issue card that your group chose.
- > The solutions should answer each of the three questions
- > Pick a solution card or write-in your own idea and place it in the appropriate area.

**GO!**

**ABILITY TO RIDE**  
How can our streets become safer for all?  
How can we create opportunities to learn how to ride?

1. What physical changes or improvements can be made in the neighborhood?

2. What education, organizing, or advocacy needs to happen?

3. What types of activities, events or programs can be can take place?

Build a bike lane here

Spaces where kids can learn to ride safely

Learn-to-ride classes

Rules of the road education campaign

Bikeshare awareness campaign in public housing

Education in schools and after-school programs

