SOUTHERN BROOKLYN TRANSPORTATION INVESTMENT STUDY

Kings County, New York
P.I.N. X804.00; D007406

Technical Memorandum #1

GOALS & OBJECTIVES

COMMUNITY INVOLVEMENT PROGRAM FRAMEWORK

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Submitted to
New York Metropolitan Transportation Council

Submitted by
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INTRODUCTION

The Southern Brooklyn Transportation Investment Study (TIS) is a multimodal transportation planning study addressing transportation issues in the southern half of the Borough of Brooklyn, New York City. The TIS is intended to assess current and future travel conditions and deficiencies, and develop multimodal transportation improvement alternatives that address the movement of people and goods within and through the study area. The study takes an area-wide approach, and is grounded in extensive community outreach.

Technical Memorandum #1 presents the study goals and objectives, evaluation criteria, and performance measures to be used in evaluating the multimodal transportation improvement alternatives. The input received from the public through the community involvement program was used to assist in the development of the goals and objectives. This Technical Memorandum also presents the framework for the community involvement program.

Travel and socioeconomic data for the Southern Brooklyn study area is presented in Technical Memorandum #2, *Existing Conditions*. Technical Memorandum #2 examines public transportation, goods movement, socioeconomic conditions, environmental conditions, bicycle and pedestrian transportation, traffic conditions and accidents and safety conditions within the study area, and supplements data collected through Local Area Visioning meetings, focus groups, the internet and other public outreach efforts.

PROJECT OVERVIEW

The TIS is a three-year, multimodal transportation planning study being undertaken by the New York Metropolitan Transportation Council (NYMTC). The purpose of the study is to assess current and future travel conditions and deficiencies and develop multimodal transportation improvement solutions that address the movement of people and goods within and through the study area. The study includes two phases. The first includes the identification of study area issues, concerns, and goals and objectives; and the second, the development, evaluation and recommendation of alternative improvement scenarios.

At the conclusion of the study, medium and long-term alternative improvements will be integrated into a multimodal (bus and rail transit, rail freight, pedestrian, bicycle, auto, truck, and ferry) transportation plan for the study area that meets the study's consensus goals and objectives. Some immediate and short-term transportation concerns raised through the community involvement program, such as low-cost site-specific requests that can potentially be implemented within a timeframe of up to approximately three years, have been forwarded to the appropriate operating agencies.

The study area boundaries are Linden Boulevard, Caton Avenue, Fort Hamilton Parkway, and 66th Street at Owls Head Park on the north; Belt Parkway/Coney Island on the west and south; and the Brooklyn/Queens Line on the east. All or portions of Brooklyn Community Boards 5, 9, 10, 11, 12, 13, 14, 15, 16, 17, and 18 are included in the study area.

The study area is heavily populated and densely developed and also includes large tracts of parkland. Most of the residents depend on the transit system to commute to work. Travelers are affected by deficiencies and problems in the transportation system. For example, truckers have no through routes to traverse or serve the study area; transit users must transfer between buses and subway stations in the eastern portion of the study area; there is limited movement of freight or goods by rail; many arterial streets are congested; and the limited access highways and parkways include non-standard features that impact traffic operations and safety.

The Southern Brooklyn TIS is being conducted based on a study scope of work that:

- Reflects an area-wide approach, rather than a study focused on specific corridors;
- Includes extensive public and community involvement efforts early on and throughout the study; and
- Focuses on developing multimodal solutions to optimize the movement of people and goods in and through the study area.

The goals and objectives of the TIS are rooted in consensus obtained through a proactive public and community involvement program. Initial efforts for the study have entailed over a dozen Local Area Visioning meetings at locations throughout the study area. Meetings and visioning sessions with the general public, transportation agencies, local and elected officials, business organizations and other stakeholders, along with input received from resident and business Focus Groups and comments obtained through the TIS website Interactive Forum, e-mails, letters and other submissions, have helped to define the study's goals and objectives.

GOALS AND OBJECTIVES

STUDY PURPOSE

The purpose of the Southern Brooklyn Transportation Investment Study is to develop effective and implementable multimodal transportation improvement alternatives that address the movement of people and goods within and through the study area. This technical memorandum presents the study goals and objectives developed from public input, along with the evaluation criteria developed to measure the multimodal transportation improvement alternatives against the goals and objectives.

PUBLIC INPUT

Early input received from the community involvement program assisted in the development of goals and objectives. Public input consisted of identification of key trends and driving forces within and affecting the study area and visions for a successful transportation system, as well as identification of specific deficiencies and opportunities related to transportation in Southern Brooklyn.

Meeting attendees at the Local Area Visioning sessions noted that population growth and changing land use development are the driving forces and key trends in the study area, which in turn affect transportation. They made the following comments concerning population and development trends:

- Housing densities are increasing (more multi-family housing).
- The population is aging.
- The Brooklyn waterfront is being revitalized for residential and commercial uses (e.g., big box retail stores in the vicinity of Gravesend, major residential and commercial development in the vicinity of Spring Creek, and Keyspan Park in Coney Island).
- The increasing population level will place new demands on the area's transportation system. It will increase the number of cars on area roadways. Additionally, there are increasing numbers of newer residents in the area that do not own cars. The transportation system must adapt to this change.
- There are more multi-car families residing in the area, leading to greater levels of congestion.
- There is an increasing amount of development that is occurring away from transit stations (e.g., along Pennsylvania Avenue).
- Retail activity is increasing in the area, which also may affect traffic volumes.
- The increasing numbers of large retail stores in the area will increase truck congestion (e.g., at Avenue H and Nostrand Avenue; at Atlantic Avenue and Flatbush Avenue; and around Starrett City).

Meeting attendees made the following comments concerning potential transportation impacts that could result from the above trends:

- Population growth will result in an increase in auto usage and an increase in the number of cars on area roadways.
- Increasing numbers of cars and decreasing availability of parking will continue to be a problem.
- Congestion will increase along the Belt Parkway.
- Through traffic will increase in neighborhoods.
- Truck traffic accessing JFK International Airport and the Verrazano-Narrows Bridge will increase.
- Truck traffic for deliveries will increase.
- There will be increases in the number of large trucks on area roadways, with resulting impacts to, and deterioration of, roadways and infrastructure such as sewers. Freight access improvements through the Comprehensive Port Improvement Plan may increase the number of trucks on area roadways.
- The closure of Fresh Kills Landfill may result in more Department of Sanitation trucks on area roadways as trucks access other waste disposal and transfer facilities. Concerns were expressed that the City's short-range waste transport plan could potentially be used as a long-range solution.
- Public health may become increasingly impacted by truck traffic and resulting air quality impacts.
- Jitneys ("dollar vans") will continue to proliferate. Concerns were expressed that jitneys will siphon off ridership from traditional transit services, jitney drivers will continue to ignore rules, both legal and illegal vans will not operate legally, and enforcement activities will not be sufficient.
- Specialized transportation services (e.g., private school buses and vans) will continue growing. Concerns were expressed that the vans and buses will block cars.

Visions for a successful transportation system were solicited from the public. Comments covered the following issues:

- Environmental impacts, such as noise and vibration from trucks and vehicle emissions, should be addressed.
- Quality of life issues must be considered (e.g., safer streets, removal of through trucking from streets, pedestrian safety, security on the transit system, maintenance of transit facilities, and transit accessibility for the elderly and disabled).
- Transit versus roadway priorities should be addressed. For example, a meeting attendee stated that there should be a solution to the prevailing pro-auto, anti-transit psychology. Another meeting attendee noted that there should be a shift in the allocation of federal transportation funds with more spent on transit and less spent on highways.
- Pricing strategies should be considered, including integrated fare systems (e.g., MetroCard integrated with LIRR and MetroCard tied to E-Z Pass) to improve convenience and to increase off-peak, reverse commutation.
- Increase convenience and utilization of the existing transportation systems through better intermodal connections, improved regional bus service, direct interborough services between

transit hubs in Brooklyn and Queens, more frequent transit services, and expanded off-peak (night and weekend) service on buses and subways.

- Improve and expand transportation services by increasing ferry services, extending rapid transit service in Brooklyn and Queens, using the Bay Ridge Branch right-of-way for transit and freight, designating bus lanes along major corridors (e.g.; along Flatbush Avenue, Avenue I and Nostrand Avenue), designating carpool lanes and park and ride facilities, and expanding the Belt Parkway with additional travel lanes and shoulders (but maintaining the present truck restrictions).
- Consideration should be given to provision of east-west boulevards, creation of new bicycle lanes and facilities, better enforcement of traffic and parking regulations (e.g., double-parked vehicles, parking restrictions, and running of red lights), and improved access to, and availability of, parking (rationalization of parking restrictions, creation of new parking facilities, and provision of adequate access to parking).

GOALS & OBJECTIVES

Goals and objectives provide the technical, economic, and environmental basis for undertaking proposed transportation improvements in the study area. Evaluation criteria and performance measures provide the qualitative and quantitative bases for estimating the effectiveness of the proposed improvement alternatives. The input received from the public through the community involvement program was used to assist in the development of the following goals and objectives.

Goal 1

Make more efficient use of the region's transportation systems for travel within the study area and beyond through greater connectivity and intermodalism.

Objectives

1. Improve existing intermodal transportation linkages.
2. Initiate new services to provide system connectivity.
3. Promote intermodalism by revising pricing and fare policies to allow for integrated tolling and pricing mechanisms.
4. Increase weekend and nighttime transit service to provide better access to employment, recreation, and cultural destinations.

Goal 2

Expand or extend existing transit systems to underserved, unserved, and growing areas within the study area to promote more efficient movement of people and to support economic vitality.

Objectives

1. Provide or improve transit access to major residential and commercial areas that are unserved or underserved.
2. Provide or improve transit access to areas of major population and economic growth.

Goal 3

Improve existing transportation systems to encourage more efficient movement of people and goods and to support economic vitality.

Objectives

1. Encourage shift from single-occupant vehicles to more efficient modes of transportation (transit, carpools, and non-motorized transportation).
2. Establish pricing and other controls that encourage transit use and carpooling.
3. Provide or improve access to areas of major population and economic growth.
4. Encourage mode shift to most efficient means of goods delivery.
5. Provide reasonable levels of service for goods movement and delivery (e.g., access to loading/unloading areas).

Goal 4

Manage system-wide congestion.

Objectives

1. Provide reasonable levels of service (i.e., speed, travel time, enhanced transit transfers, comfort and convenience) for people movement.
2. Provide reasonable levels of service (i.e., speed, travel time and convenience) for goods movement.

Goal 5

Improve quality of life and address environmental issues.

Objectives

1. Help achieve federal and state air quality standards.
2. Encourage non-motorized travel.
3. Improve neighborhood circulation through measures that increase residential parking availability.
4. Improve pedestrian safety and reduce vehicular speeding.
5. Improve security on transit vehicles and at transit facilities.
6. Improve transportation options for the elderly and disabled.
7. Improve maintenance of, and provide beautification for, transportation facilities.

EVALUATION CRITERIA & PERFORMANCE MEASURES

Improvement alternatives will be evaluated on the basis of their effectiveness in meeting the study's goals and objectives. Evaluation criteria include both qualitative and quantitative performance measures for determining effectiveness. NYMTC's Best Practices Model will be used for computer simulation of the improvement scenarios to estimate the quantifiable performance measures. Qualitative measures will be assessed based on the attributes of the improvement scenarios. The performance measures are listed below followed by a matrix relating the goals and objectives to these measures.

Quantitative Measures

- Share of person trips by transit
- Bus travel speeds
- Auto occupancy
- Percentage of single-occupant autos in the traffic stream
- Number of auto trips
- Auto miles of travel
- Auto travel time lost to congestion
- Surface transit travel time lost to congestion
- Truck travel time lost to congestion
- Number of congested route miles
- Number of truck trips
- Vehicle emissions (CO, NOx, VOC, and Particulate Matter)

Qualitative Measures

- Non-motorized travel (bicycle and pedestrian travel)
- Accidents and vehicle-pedestrian conflicts
- Long-haul truck trips through Southern Brooklyn
- Access to parking
- Travel options for the elderly and disabled
- System flexibility
- Access to jobs, and to educational, cultural, recreational, and health care facilities
- Adverse environmental impacts

RELATIONSHIP OF GOALS & OBJECTIVES TO PERFORMANCE MEASURES

GOALS	OBJECTIVES	PERFORMANCE MEASURES																			
		Share of person trips by transit	Bus travel speeds	Auto occupancy	Percentage of single-occupant autos	Number of auto trips	Auto miles of travel	Auto travel time lost to congestion	Surface transit travel time lost to congestion	Truck travel time lost to congestion	Number of congested route miles	Number of truck trips	Vehicle emissions	Non-motorized travel	Accidents and vehicle-pedestrian conflicts	Long-haul truck trips	Access to parking	Travel options for the elderly and disabled	System flexibility	Access to jobs and to educ, cultural, recreation & health	Adverse environmental impacts
Goal 1: Make more efficient use of the region's transportation systems	1. Improve existing intermodal transportation linkages	X			X	X	X						X					X	X	X	
	2. Initiate new services to provide system connectivity	X			X	X	X						X					X	X	X	
	3. Promote intermodalism by revising pricing and fare policies	X																X	X	X	
	4. Increase weekend and nighttime transit service	X			X	X	X						X					X		X	
Goal 2: Expand or extend existing transit systems	1. Improve transit access to unserved or underserved areas	X	X		X	X	X		X		X		X		X			X	X	X	
	2. Improve transit access to major growth areas	X	X		X	X	X		X		X		X		X			X	X	X	
Goal 3: Improve existing transportation systems	1. Encourage shift from single occupant veh. to more efficient modes	X		X	X	X	X				X		X	X	X						
	2. Establish pricing and other controls to encourage transit use & carpooling	X	X	X	X	X	X		X		X		X		X					X	
	3. Improve access to major growth areas						X	X			X		X						X	X	
	4. Encourage mode shift to most efficient means of goods delivery										X	X	X		X	X			X		X
	5. Provide reasonable levels of service for goods movement and delivery									X			X								
Goal 4: Manage systemwide congestion	1. Provide reasonable levels of service for people movement	X	X	X				X	X		X		X							X	
	2. Provide reasonable levels of service for goods movement									X	X		X								
Goal 5: Improve quality of life and address environmental issues	1. Help achieve federal and state air quality standards			X	X	X	X			X		X	X	X							X
	2. Encourage non-motorized travel				X	X	X						X	X						X	X
	3. Increase residential parking availability						X										X		X		
	4. Improve pedestrian safety and reduce vehicular speeding													X	X			X		X	
	5. Improve security on transit vehicles and at transit facilities	X			X	X	X											X		X	
	6. Improve transportation options for the elderly and handicapped	X																X		X	
	7. Improve maintenance of, and beautification for, transp. facilities	X													X			X			X

COMMUNITY INVOLVEMENT FRAMEWORK

SUMMARY

The Southern Brooklyn Transportation Investment Study (TIS) features a proactive public and community involvement program. Initial community involvement efforts included visioning sessions with elected officials, transportation agencies, local officials, business organizations, other stakeholders, and the general public. The purpose of these Local Area Visioning sessions was to help define the study area's transportation problems and needs and to obtain suggestions for improvements. Additionally, the Study's Technical Advisory Committee (TAC) and Community Liaison Committee (CLC) provide guidance on technical issues, study approach and focus, and critical issues of concern. The committees also review public comments and input to the study. Given the large and diverse study area, effective community involvement is essential to the success of this study.

The TAC and CLC, which provide both agency and public input to the TIS, meet at major study milestones to discuss the study's progress and future activities. The committees serve as the principal venue where the concerns of the study area's diverse constituencies are aired and considered, areas of consensus are identified, and differences of opinion are discussed as the study moves towards selecting an alternative or set of alternatives for implementation. Additionally, four joint TAC/CLC subcommittees have been formed to provide a forum for discussion, evaluation and consensus building among the members of the TAC and CLC. This will ensure that at the study's conclusion the final TIS product will reflect the input of the affected constituencies.

The TIS's Community Involvement Framework is divided into two phases. The first includes the identification of study area issues, visions, goals and objectives; and the second, the development, evaluation and recommendation of alternative solutions (see Phases 1 and 2 schedules on the following pages). At this point in the study, Phase 1 has been completed and Phase 2 is underway.

Phase 1: Identification of Study Area Issues & Visions, and Goals & Objectives

The first meetings of the TAC and CLC (held during Spring 2002) focused on identifying study goals and objectives. Local Area Visioning Meetings were held throughout study area communities during April, May, and September 2002. These meetings were the first forums where local issues and visions were raised. These issues and suggestions were presented at the Fall 2002 meetings of the TAC and CLC. The first meetings of the joint TAC/CLC subcommittees were held to review issues and suggestions, and work to build consensus on which issues to be advanced to Phase 2 of this TIS.

This structure provides for a community-driven means of gathering and acting on public input. While the study team works with the public to seek area-wide medium- and long-term recommendations, immediate, low-cost, short-term transportation concerns have been raised at Local Area Visioning meetings. These concerns have been forwarded to the appropriate operating agency for attention and will be tracked by the study team. In addition, the joint TAC/CLC subcommittees afford the requesting constituency the opportunity to follow-up directly with the agencies.

Phase 2: Alternatives Development, Evaluation and Recommendation

Phase 1 is generating future improvement scenarios in the study area which will be evaluated using a computer-based transportation model. In Phase 2, the results of this evaluation will be presented at public

meetings in the study area. Feedback received at these public meetings will be presented and reviewed by the TAC/CLC and joint subcommittees. With the public input and technical data, the improvement scenarios will be evaluated to determine which would most effectively address the identified transportation problems to arrive at final recommendations that reflect a consensus of community and agency interests.

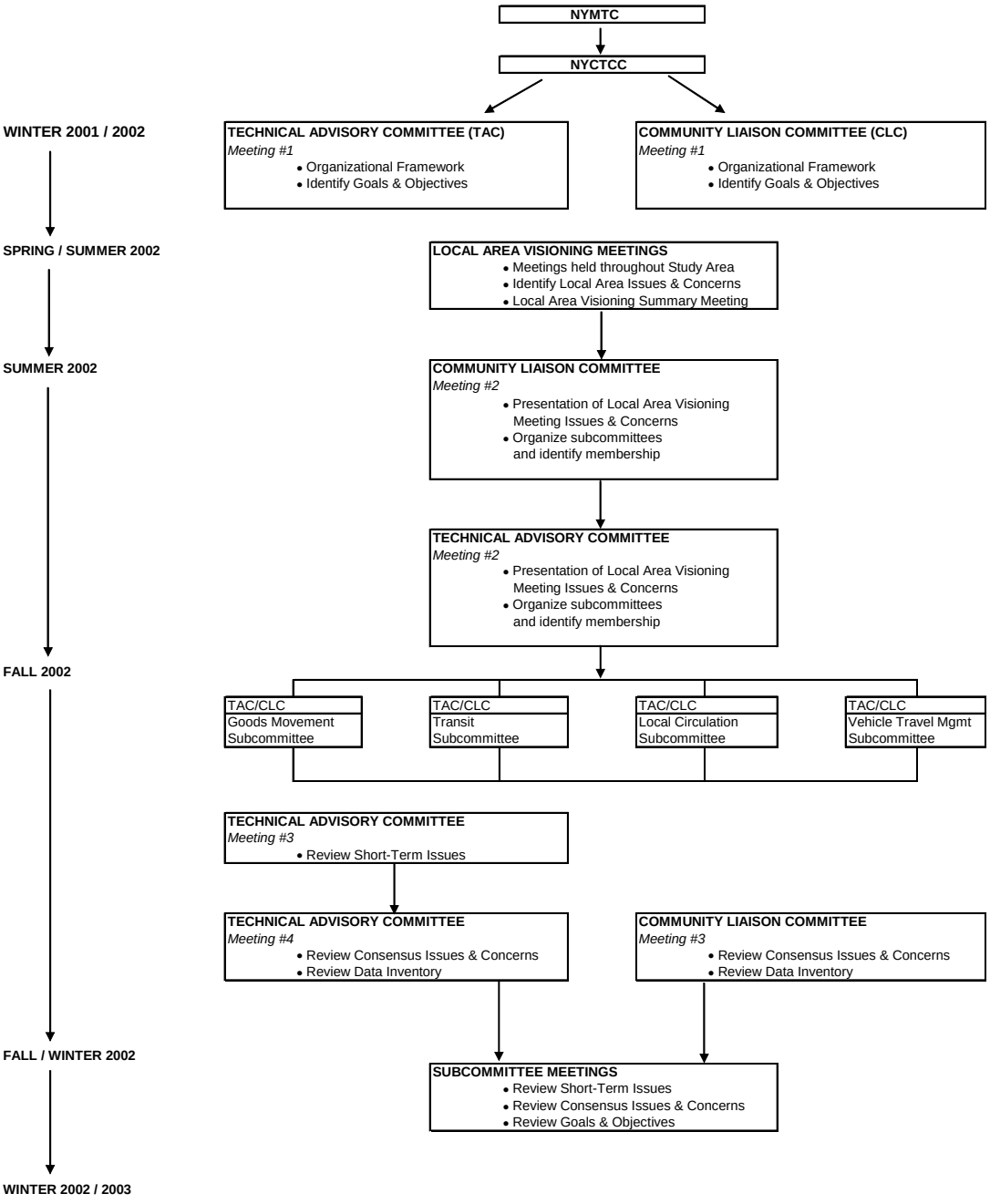
At the conclusion of the study, these consensus improvements will be integrated into a multimodal (bus and rail transit, rail freight, pedestrian, bicycle, auto, truck, and ferry) transportation plan for the study area that meets project goals and objectives.

Public Information

The community involvement program is supported by several information distribution tools, including newsletters and the project web site, as well as methods for the public to provide comments, suggestions, and other input to the TAC and the CLC. Copies of all newsletters and other public information materials will be provided to the media to maximize outreach. In addition, press releases will be issued, as needed, for public notification of upcoming meetings.

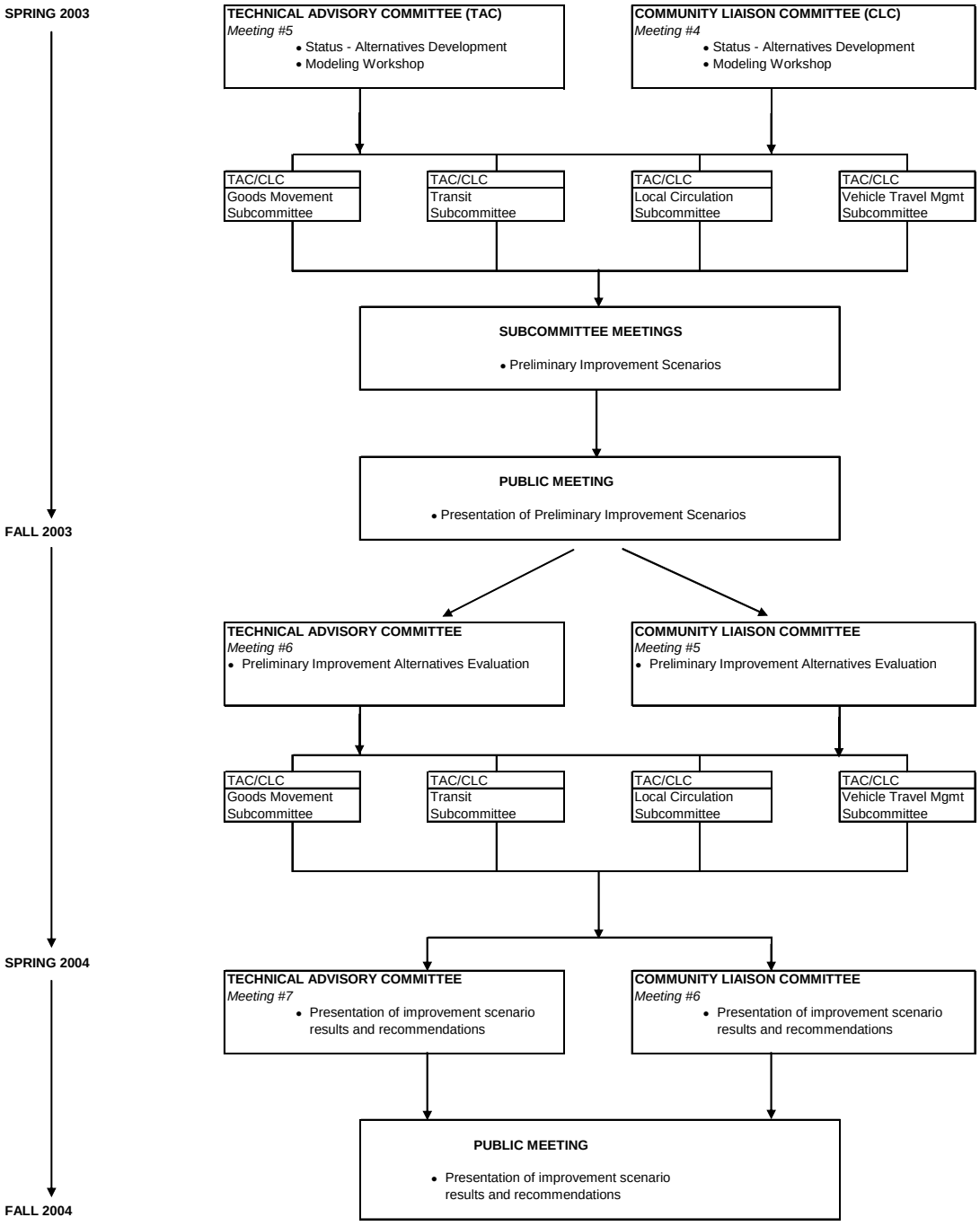
PHASE 1

Identification of Issues & Concerns and Goals & Objectives



PHASE 2

Alternatives Development, Evaluation and Recommendation



FRAMEWORK

The community involvement program creates a framework that allows stakeholders in the study area and affected agencies to provide input to the study to help define the project scope, refine the vision for the area's future, identify issues and concerns, and suggest and evaluate solutions. The program also serves as a vehicle for development and dissemination of study information to the public and other interested parties and allows for continuous feedback and input from the community that can help shape the study results.

Coordination

The Southern Brooklyn TIS takes place in a context of several other studies and programs being conducted by others, including the NYC Economic Development Corporation's Cross Harbor Freight Movement Project EIS and Strategic Plan for the Redevelopment of the Port of New York, NYSDOT's Staten Island Expressway Corridor MIS, NYSDOT's Gowanus Expressway Draft EIS, NYSDOT's Long Island Expressway Development Study, NYCDOT's Red Hook Truck Study, and NYCDOT's Coney Island / Gravesend Sustainable Development Transportation Study, among others. Coordination among agencies and with other studies and programs is important so that the TIS can be informed by and inform related studies. These studies are being used as a planning platform for the Southern Brooklyn TIS.

The coordination effort is being conducted formally through the establishment of the Technical Advisory Committee (TAC). TAC members include Borough, City, State and Federal agencies with responsibility for operation of the area's transportation systems, with regulatory and permitting responsibilities, or with repositories of related and technical information.

Committees

Technical Advisory and Community Liaison Committees provide regular agency and public input to the TIS. These committees meet at major milestones in the study to discuss the study's progress and future activities. The Committees' assistance is sought in the development of:

- Visioning/project definition - The committees assist in defining the purpose and need for transportation investment; developing a vision of how mobility in the study area should work; and identifying the problems and issues to be addressed to improve mobility;

- Goals & objectives - This is critically important, as multimodal alternatives will be developed, screened, and evaluated against the goals and objectives and related evaluation criteria;

- Public participation - The committees provide input on the most appropriate public involvement strategies for reaching the multiple publics within the study area, and assist in identifying other stakeholders to reach out to, so that the TIS is informed by as broad a perspective as possible;

- Alternatives development - Input from committee members is sought in the identification and development of potentially feasible and effective multimodal alternatives for evaluation; and

- Alternatives evaluation/community, environmental, & economic impacts - Committee members provide input on their and their constituents' views on potential effects of different scenarios and alternative strategies.

The committees serve as the principal venue where the study area's diverse constituencies air their concerns; areas of agreement are identified; and differences of opinion discussed as the Study moves

towards selecting an alternative or set of alternatives for implementation so that at its conclusion, the final TIS product accurately reflects the input of the affected constituencies.

Community Liaison Committee (CLC)

The purpose of the CLC is to bring together and establish consensus among interests active in the political, civic, business, community, and advocacy arenas. To provide a multi-constituent, multimodal perspective to the study, the CLC comprises a cross-section of elected officials, community boards, agencies, businesses, labor groups, advocacy groups, community, and civic interests, passenger transport groups, private and common carriers who operate in this corridor, and goods movement interests. Table 1 lists CLC invitees.

Among the elected officials included are U.S. Senators, Congress members, state Assembly members and Senators, and City Council members representing all of Brooklyn, and communities neighboring JFK International Airport including Howard Beach and the Rockaways. Borough, civic, and business interests are represented by affected Community Boards, Local Development Organizations, Brooklyn Chamber of Commerce, local civic organizations, and environmental and transportation advocacy organizations.

The CLC's structure allows for the process of information exchange, problem resolution and consensus building, facilitating the exchange of views between the Stakeholders and NYMTC. Those on the CLC assume responsibility to actively participate in meetings, share information and ensure that all interests are heard.

Technical Advisory Committee (TAC)

The purpose of the TAC is to provide the study with technical and policy-related guidance via consensus from core regulatory/policy-making entities. The TAC is comprised of federal, state, and local agencies responsible for transportation planning, policy, operation, environmental protection, implementation, and permitting. Members of the TAC include Federal, State and Municipal agencies that serve on the New York City Transportation Coordinating Committee, along with the New York City Fire Department, New York Police Department, Borough Presidents of Brooklyn and Queens and the CLC Chair. Table 2 lists TAC members.

The focus of the TAC meetings is to:

1. elicit from TAC members regulatory mandates, capabilities and constraints under which they operate;
2. determine areas of commonality and potential conflict;
3. develop a feasible range of strategies; and
4. evaluate and recommend strategies.

Joint TAC/CLC Subcommittees

Four subcommittees have been formed from the memberships of the Technical Advisory and Community Liaison Committees to process public input, and organize it into potential improvement scenarios for modeling and testing. Short-term, non-testable suggestions from the public are forwarded to the appropriate agency to be addressed. The findings and recommendations developed within the subcommittees will then be submitted to the TAC and CLC. The four Joint TAC/CLC Subcommittees are structured as follows:

- **Goods Movement** - Long haul trucking and local deliveries, landside access to the Brooklyn waterfront, role of rail freight, truck routing in the study area, Kennedy air cargo access.

- **Transit** - Local and express bus services, rapid transit rail services, airport access for passengers and employees, suggestions for new transit services, ferries, vanpools/carpools, demand responsive services, jitney/dollar vans.

- **Local Circulation / Parking / Bicycle & Pedestrian** - Neighborhood traffic calming, safety, pedestrian traffic, bicycle traffic, intersections and special travel needs.

- **Travel Management & Construction Coordination** – Travel Demand Management (TDM) to increase the number of passengers per vehicle, Transportation Management Systems (TMS) to increase the efficiency of existing transportation systems, Intelligent Transportation Systems (ITS) consisting of technology-based measures to increase the efficiency of existing roads, High Occupancy Vehicle (HOV) lanes to encourage carpooling, Incident Management to minimize the affects of accidents and vehicle breakdowns on traffic flow.

Workshops

Workshops will be held to provide the public and interested parties, as represented by the TAC and CLC membership, with the opportunity to comment on analytical tools needed to conduct the TIS. These workshops will be organized to elicit input from the TAC and CLC on the assumptions used in the models, as well as provide a venue to educate study participants on the available analysis tools. Topics for workshop review will include:

- NYMTC Models—land use issues, socio-economic and travel assumptions, and applications
- NYMTC Models--results and implications

The workshops will be conducted as part of TAC/CLC meetings.

Public Meetings

Local Area Visioning Meetings

A series of local area visioning meetings were held to identify multimodal transportation issues and to engage those individuals not affiliated with organizations or organizations not represented on the CLC and whose interests may have a more narrow geographical focus. The meetings were held throughout the study area in an effort to capture these individuals or organizations and maximize involvement of those people who do not normally attend civic or community meetings.

Public Meetings

Public meetings will be held at key study milestones to provide opportunity for dialogue between the public and the Study.

Focus Group Meetings

Five Focus Groups were held to supplement the information gathered in the Local Area Visioning sessions. The Focus Groups involved a cross-section of area residents and businesses While the resident group issues focused primarily on mass transportation getting in and out and around Brooklyn, the business sector issues were primarily related to transportation issues (e.g., deliveries, parking) and their affect upon sales and operations.

Public Information

Newsletters

Newsletters are prepared at key study milestones to provide information on progress of the study, opportunities for comment, and information on next steps. Designed to educate and set the parameters for public discussion, they provide the public with the information they need to provide constructive input. Newsletters are prepared in conjunction with public meetings or to report on specific study activities and findings. When appropriate, newsletters include inserts for completion and return by the recipient.

Informational materials are distributed to the TAC, CLC, other interested parties and made available at public places such as libraries, community boards, and offices of elected officials as well as through the TIS website.

Web Page

The goal of the Southern Brooklyn TIS web page (www.southernbrooklynTIS.com) is to raise the Study's visibility with individuals who have access to the internet and as an additional mechanism for public input to the Study. The internet has become an increasingly important tool for providing and receiving information. An internet web page with e-mail access offers a convenient means to retrieve information and provide comments.

The web page is continually updated to provide study information, including summary reports, committee meeting notes, notices of upcoming public involvement activities, and responses to frequently asked questions. The web page address appears on all project information material such as newsletters, fact sheets, meeting notices, and press releases. The web page serves as a constant source of current project information, with maps, drawings, and current study data. The web page also list options (e.g., in writing, by telephone, via e-mail) for providing public comment and input.

Database

A database of local chambers of commerce, elected representatives, community boards, and civic, community, and advocacy groups has been established, and includes business trade associations, shipping interests, and labor organizations, among others. Public information materials and notifications are sent out in bulk to these organizations, who in turn distribute them to their constituents. The database has been expanded to include interested individuals who have asked to be placed on the study's mailing list or attend community meetings. The database is updated regularly to reflect the inclusion of interested parties through public involvement efforts.

Distribution Outlets

A distribution network for project information materials (fact sheets, newsletters, meeting notices) has been established. In addition to distribution via the study's public involvement contact list database and web site, materials have been provided to local newspapers and at public gathering places (e.g., community centers and libraries). Public notice of meetings have also been posted at bus stops and subway and commuter rail stations. Wider distribution of meeting notices is also achieved via members of the TAC and CLC who pass the notices along to their constituents.

Study information and meeting notices are placed in convenient and accessible locations. Elected public officials, agencies, and organizations are asked to place articles about the study in newsletters and mailings that are distributed to their constituents, members, or employees.

Media Information

Copies of newsletters, fact sheets, and other public information materials are provided to the media. Press releases are also issued, as needed, for public notification of upcoming meetings.

TABLE 1

COMMUNITY LIAISON COMMITTEE INVITEES

86th Street Bay Ridge BID
Alliance of Bay Ridge Block Association
American Stevedoring, Inc.
Anacostia & Pacific Company, Inc.
Association of Bi-State Motor Carriers, Inc.
Bay Ridge Christian Center
Bay Ridge Forum; NYC Criminal Court
Boerum Hill Association
BRAGS ETC.
Brighton Beach BID
Brighton Neighborhood Association
Brookdale University Hospital
Brooklyn Chamber of Commerce
Brooklyn Community Boards 1, 5, 7-9, 10-18
Brooklyn Heights Association, Inc.
Brooklyn Hospital Caledonian Campus
Brooklyn-wide Interagency Council of the Aging
Catholic Charities
Center for Family Life, Youth Peace Council
Chinese Promise Baptist Church
Church Avenue BID
Committee for a Better Neighborhood
Committee for Better Transit
Community Consulting Services
Con Edison
Concerned Citizens of Bensonhurst
Concerned Homeowners Association, Inc.
Coney Island Hospital
Continuum Health Partners
Courier Life Newspapers
Discipleship Outreach Ministries
Dyker Heights Civic Association
EMS
Flatbush Ave. BID
Flatbush Development Corp.
Fort Hamilton High School
Fourth Avenue Business Group
Gateway National Recreation Area
Gowanus Expressway Community Coalition
Gowanus Expressway Project
H.S. Telecommunication Arts & Technology
Harborside Management
Hispanic Young People's Alternatives
Intermediate Schools 30, 187, 201, 259
Kings County Hospital Center
Kings Highway BID
Kings Plaza
Kingsborough Community College
Linden Boulevard Neighborhood Association
Local Development Corp. of East NY
Maimonides Medical Center
Midwood Development Corporation
New Utrecht High School
New York and Atlantic Railway
New York Aquarium
New York Cross Harbor Railroad
New York State Motor Truck Association
NYC Council Districts 35, 37-48, 50
NYS Assembly Districts 39, 41-49, 51, 52, 54 - 58
NYS Senate Districts 12, 17, 19, 21-23
Office of the Bronx Borough President
Office of Manhattan Borough President
Old First Reformed Church
Opportunities for a Better Tomorrow
Park Slope Civic Council
Permanent Citizens' Advisory Committee, MTA
Pratt Institute Center for Community & Envir. Dev.
Private Operators of New York (PONY)
Project Reach Youth
Public Schools 102, 104, 170, 176, 185
Queens Community Boards 10 and 14
Real Christian Represent
Red Hook Civic Association
Rockaway Action Committee
Southwest Brooklyn Industrial Development Corp.
St. Michael's Church
Sunset Park BID
Sunset Park Redevelopment Committee
Thomas Ice
Transportation Alternatives - Gowanus Group
Transtech Marine Co.
Tri-State Transportation Campaign
U.S. Congress Districts 8 – 13
United Community Centers
University Hospital of Brooklyn
Veterans Administration Hospital
Victory Memorial Hospital
Victory Outreach
Wildlife Conservation Society

TABLE 2

TECHNICAL ADVISORY COMMITTEE

MEMBERS

Borough President - Brooklyn
Borough President - Queens
Borough President – Staten Island
Community Liaison Committee Chair
Empire State Development Corp.
Federal Highway Administration
Federal Transit Administration
Fire Department of New York
Metropolitan Transportation Authority
NYC Department of City Planning
NYC Department of Environmental Protection
NYC Department of Parks & Recreation
NYC Department of Sanitation
NYC Department of Transportation
NYC Economic Development Corp.
NYC Partnership & Chamber of Commerce
NYC Police Department
New York City Transit
New York Metropolitan Transportation Council
NYS Department of Environmental Conservation
NYS Department of Transportation
NYS DOT Freight & Economic Development
Port Authority of New York & New Jersey
U.S. Army Corps of Engineers
US Environmental Protection Agency