

Memorandum

Date: Nov 1, 2021

Subject: Forest Avenue Healthy Streets Initiative

Summary. The Outreach and Engagement team at GObike has been planning and beginning to implement a series of outreach initiatives in order to reach and engage relevant community members for a streetscape improvement project along Forest Avenue in the City of Buffalo. This memo will summarize the methods by which community needs and concerns are identified and included in this project.

Methods. GObike's Outreach and Engagement team have employed the following tools to facilitate community engagement:

- **Forest Avenue Healthy Streets Initiative Project Page** - The project page on the GObike website serves as a one-stop information hub for the project with regular updates to content and where a community survey can be accessed.
- **Community Survey** - This survey is geared toward residents of the Forest Avenue neighborhood, but is also inclusive of people who live elsewhere and utilize Forest Avenue on a regular to semi-regular basis. As of Nov 1, 2021, the survey had 274 respondents, 98 of whom live within the target zip code 14213. The survey questions are attached below, as *Appendix C*.
- **Canvassing** - The week of October 25, GObike's Outreach and Engagement team, along with a volunteer from the community, distributed 750 flyers amongst several neighborhoods on and around Forest Avenue, and posted 15 posters along Forest Avenue itself. Copies of the poster and flyer are attached below, as *Appendix A* and *Appendix B*, respectively.
- **Social Media** - There were four different posts about the Forest Avenue project on our social media sites (Twitter, Facebook, and Instagram (Total Audience: 15,555). We garnered 49 engagements in total (Engagement defined as a comment relevant to the post or a post share made to an individual's own network).
- **Email** - The Forest Avenue project page and survey was included in October 2021's monthly newsletter (Total Audience, 15,555). Many surveys were taken as a result and we also received 1 direct reply to the email regarding the Forest Avenue project.

Connections & Correspondence. Throughout this outreach process, GObike has developed a working list of leaders in the community, be they individuals, non profits or small businesses, who may be interested in or impacted by the changes to Forest Avenue. Within the month of October, nearly 15 entities were engaged and provided information about the project, including a link to the community survey with requests to share directly with their networks.

Next Steps: GObike will close out the community survey on November 15. The responses from community members will be analyzed and compiled into criteria, from which streetscape design options for Forest Avenue will be derived. Once designs have been produced, the Outreach team will then plan and implement the next stage of the outreach process, where feedback will be focused on deciding which design works best for the community. The Outreach team will continue their work generating connections and correspondence with community members and organizations, with a special focus on the local immigrant and refugee populations in the area.

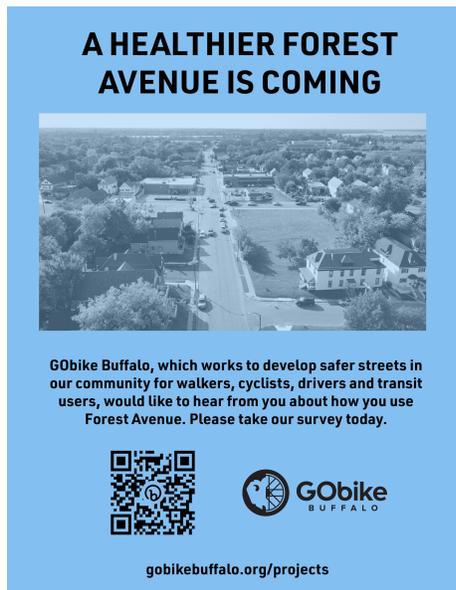
It is critical to GObike that communities stay engaged throughout the entire process. Informed, educated, and empowered; it's up to the community to decide whether the pop up project GObike will implement on Forest is worthwhile to slow traffic, increase safety, and make the avenue more accessible to walkers and cyclists. If so, they'll be the ones to lead efforts to demand City Hall prioritize making the project permanent.

APPENDIX A. Outreach Poster

This poster was translated into Arabic, Burmese, French, Karen, Swahili, Spanish, Somali and posted along Forest Avenue on October 26 and will be removed no later than November 15.



APPENDIX C. Outreach Flyer



APPENDIX C. Community Survey Questions

1. Check any that apply to your relationship to Forest Avenue.

Live in the Forest Avenue neighborhood.

Work in the Forest Avenue neighborhood.

Go to school the Forest Avenue neighborhood

Shop and run errands in the Forest Avenue neighborhood.

Utilize Forest Avenue to get to other parts of the city.

Visit family or friends in the Forest Avenue neighborhood.

For fun

Other (please specify)

2. Which of the following best describes your ethnic/racial background?

White

Black or African American

Hispanic or Latino

Asian, Asian American, or Pacific Islander

American Indian or Alaska Native

Multiracial

Other

Prefer not to answer

3. I identify as...

Female

Male

Gender Non-Conforming

Prefer not to say

Other

4. What is your age?

Under 18

18-24

25-34

35-44

45-54

55-64

65-74

75+

5. Traffic speed in the Forest Avenue neighborhood tends to be...

Too slow

About right

Too fast

6. Current crosswalks, crossing signals, and signage make it comfortable to walk, drive, ride a bike or take the bus on Forest Avenue.

Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly Agree

7. Current street lighting and lighting fixtures make it comfortable to walk, drive, ride a bike or take the bus on Forest Avenue.

Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly Agree

8. Please rate your comfort level when you are walking in the Forest Avenue neighborhood.

1 2 3 4 5

9. Please rate your comfort level when you are biking in the Forest Avenue neighborhood.

1 2 3 4 5

10. There are enough benches, garbage cans, and other street furniture on Forest Avenue and they are in good condition.

Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly Agree

11. There are enough benches, garbage cans, and other street furniture on Forest Avenue and they are in good condition.

Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly Agree

12. What is your primary means of transportation?

Drive alone

Carpool / Car share / Ride hailing

Motorcycle / Micro-mobility vehicle

Bus

Train / Light rail

Bicycle

Walk

Dropped off

Other

13. How often do you bike per month?

0

1-5 times a month

5-10 times a month

10-20 times a month

20-30 times a month

14. How often do you use transit per month?

0

1-5 times a month

5-10 times a month

10-20 times a month

20-30 times a month

15. In what ZIP code is your home located? (enter a 5-digit ZIP code; for example, 14207 or 14213)

16. Tell us more about any specific concerns you have regarding pedestrian safety, transportation choices and facilities, and getting around on Forest Avenue. What would make Forest Avenue more accessible for all?

17. Contact Information

Name

Email