

Innovations in Public Engagement
Urban Residents Focus Group (Jersey City, NJ)
December 3, 2015

Date: December 3, 2015, 6:00-7:30 PM

Location: IndieGrove, 121 Newark Ave, Jersey City, NJ 07302

Staff Facilitators: Miriam Salerno, Cailean Carr

Other staff in attendance: Jon Carnegie, Zenobia Fields

Major Takeaways:

1. **Passion, frustration, and investment drive participation.** In the past participants have attended public meetings because they either care or are frustrated about something. Feeling invested in their community because of homeownership was also reported as a driver. Participants reported learning about public meetings through neighborhood associations, community groups, NextDoor, Twitter, friends, and from being on the board of something. One participant noted that they have never been to a meeting because they do not feel that their voice is important.
2. **Keep advertisements simple and make information easy to remember.** Participants did not like flyers that were difficult to read or overburdened with text. Participants did like flyers that were simple, highlighted the activities and the final goal, and made the information easy to remember. Getting a unique website register was recommended for making the url easy to remember; however, website credibility was noted as important and using a .gov url was recommended.
3. **Target advertisements and strategies.** Participants warned that advertisements are probably not successful with general public if they are not targeted to specific projects or things that matter to the residents' everyday lives. It was noted that flyers that have an image of a bike or a bus may alienate certain audiences. Participants also recommended that NJTPA targets different populations with different advertisement tools and approaches, and hold meetings at different times and in different locations that work for different communities.
4. **Connect 2040 to personal futures.** Most participants thought it was hard to talk about the future. They noted that is difficult to conceptualize the future, especially when things are changing so fast and there is uncertainty. Some participants also said they may not be in one place for too long, so they are less likely to care about long-term issues. Participants expressed more concern about the future when fear was associated and some recommended making the message more relatable by connecting with personal futures, like their children or the idea of aging in NJ.
5. **Transparency and continued communication are needed.** Participants want public agencies to be more transparent and to spend more time explaining why things are the way they are. In the past participants have felt that the public meetings they attended served as a public relations exercise and that there was no real sense that their input/feedback was being considered. Participants recommended that public agencies send follow ups with summaries letting participants know that they were heard and what are the next steps.

6. **Credibility and trust matter.** Most participants have never heard of NJTPA and recommended that NJTPA gets to know local organizations and agencies as a way to understand what works for a community and to effectively advertise. It was also noted that Rutgers being involved makes something more credible and trustworthy; participants hold the belief that Rutgers is going to actually do something with the information collected.
7. **Lessons learned from recruitment:** Social media sharing drove recruitment in Jersey City, with many participants seeing the advertisement on NextDoor or being forwarded the information from friends.

Participants:

Christina Baldwin	White	Female	Life Insurance- Research Development	Jersey City
Amanda Kober	White	Female	Copyright Analyst	Jersey City
Karen Nelson	White	Female	Teacher	Jersey City
Matt Franklin	White	Male	Real Estate Agent	Jersey City
Susan Marie Sobrepeña	Asian	Female	Federal Worker	Jersey City
Katiana Scalione	White	Female	Community Outreach	Jersey City
Jade Sutton	Black	Female	Marketing	Jersey City
Louis		Male		Jersey City
Daniel Levin	White-Jewish	Male	Freelance bookkeeper	Jersey City

Discussion and Responses:

What kind of transportation do you typically use to get around? (8:15)

Summary:

- [Most people talked about how they get to work, but also how they get around at other times if they use different modes]
- Drive often, but also use other modes at other times (6 participants)
- PATH (6)
- Walk (3)
- Bike frequently (3)

- Jitneys on Kennedy Boulevard (2)
- NJT buses (2)
- Uber on weekends, even into the city, because PATH is too infrequent

Comments:

- I drive with a company car, 12-13 miles to work but if I do sales I'm out and about.
- I own a car but I use the shuttles and PATH a lot on Kennedy Boulevard.
- I use PATH most days and also the NJT buses and the jitney.
- I drive if I have my son because I drop him off at school, or I drive if I'm going to school, but I have a car so I can visit my family because they live about 2 hours away.
- My husband and I share a car.
- I sold my car about 10 years ago when I realized how infrequently I was using it and how difficult the parking situation is. I go into the city at irregular hours on Sundays and I'm frequently coming back from midtown after 10pm when there is no bus service. Also I have opportunities for work but regional transport in JC is incredibly inadequate for the entire regional area. I can see places from my apartment that I can't get to because there are no connections.
- I own a car and drive for my job and I hate it. I'm on I-78 at least 2-3 times a week and the traffic is insane. Some days I see 5-6 accidents within an hour. When I'm in JC if it's summer I bike as much as possible or I walk.
- I bike regularly. Because I have young teenagers we use the buses and on weekends we use the PATH. I work from home currently but in the past I worked in Hoboken and I would bike regularly to work.

What do you know about how transportation projects are planned or funded in JC and NJ? (12:00)

- I know with Jersey Turnpike, they're using money from that to build the extension of Port Authority to Jersey Avenue
- I know the Port Authority is not a business that is translucent, and it seems to me that it's a public entity so I should know what they're doing, but I feel that I don't.
- The bike lanes – I think they have to get grants for the bike lanes.
- I'm confused with the bike lanes. Because sometimes they're on one side and sometimes on another and it doesn't make sense.
- There is no real transparency in how agencies interact. I feel like I have this idea that there's a little bit of federal involvement over money coming in, there's local involvement, there's state involvement, then you have New York fighting with New Jersey over tunnels under the river, and for the public there's all this confusion over who's doing what, where. And then there's water and electric utilities – how are they involved in it?
- I'm not involved in this industry at all, I just happen to love urban planning. But even loving urban planning, I don't have a clear idea of which agencies do what. So I feel like unless you are fully immersed in that world you can't figure out what's really involved.

- I know that there was a time in Jersey City when what folks today would call the light rail system was a trolley car system and it was pervasive. Many of the existing bus routes are the shadows of the original trolley lines. And the interesting thing about financing is they were all financed by the public utility company, PSE&G. And this happened in many cities around the country and it was a logical way for them to sell their electricity when they had much more capacity than what they could actually sell. I think maybe it's time to revisit that concept because they have a vested interest in it.

Have you participated in a public meeting for transportation or other things? (15:04)

- I'm on the board for Bike JC, so we hold a public meeting once a year to let the public know what we do in regards to public transportation with bicycles. We actually helped implement the bike lanes in Jersey City and are continuing to work with the City to implement that. We're also starting a study called the Grand Street Vision. I don't know if any of you are aware of an accident that occurred several years ago where a bicyclist was killed by a drunk driver. If anybody drives down Grant Street, you would know how dangerous it is to drive, let alone walk or ride a bike down there. So we're trying to raise some money to get people involved with us to evaluate this street and figure out how we can implement better transportation on it. [
- Another participant] used to sit on the board with me.
- In the past there's been a number of public studies run by the state or the NJ Transportation Planning Board, something like that, about the best way to use the Bergen Arches which was an old freight line that used to run through the Palisades and up through Newport. As [another participant] talked about there were a number of studies, one was done by Parsons Brinckerhoff for the Jersey Avenue extension which would go through Liberty State park and into downtown. There were a number of funding sources for that, usually it's some form of state and federal, but the Turnpike Authority stepped in because they're going to fund that piece. When some bus lines were going to be cut, the city ran a study – I don't know if it was the transportation planning board that funded that or what. There's been a number of things that have always come up every year or two that reach out to the public and there are hearings whether people choose to participate or not.
 - I heard about the study through my neighborhood association and community groups. The city as of late has been much more active on social media.
- I don't think they've done it recently, I haven't seen any notices, but the PATH system used to have a Rider Advisory Board, something like that. The idea was you attended 4 meetings once a week over the period of a month and they exposed you to a lot of ideas as to how their system operated. It presented itself as a sounding board looking for input or feedback. I came away from it feeling like it was more of a public relations exercise. They were absolutely uninterested in hearing anything at all about new ideas or what's being done in cities around the world. If you travel widely outside the United States as I have, the transportation systems in cities like London and New Delhi are so advanced. None of those ideas are ever being used here. It's just so

distressing to see. They had no interest in any of those ideas, as simple as putting a ticket kiosk on the platform so you could buy tickets while you were waiting for your train. It had to be upstairs.

- There were no forms, it was one-way communication even though you were invited to speak up and people did, I got no sense there was any apparatus or system to make use of it.
- I've been to zoning meetings in real estate. When they're building large-scale buildings, one of the concerns of the public is always transportation – how they're going to meet the new demands of those people coming in. Usually it's the developer proposing the zoning change and they want to punt it off to someone else to deal with transportation.

[The group looked at images of flyers for public events or meetings and gave thoughts]: (21:20-39:10)

Flyer #1

- I think it's a schedule and it requires me to read too much, so I wouldn't read it. It's funny, my son showed me a program last night where you type in a sentence and it highlights words that are not commonly used. I was like, why would we need this? He said it's because on the news they've found out that only about a third of what is written gets read. Using too big of words, putting too many words, people don't read it. You have to get my attention first. So this, I see, it looks like a bus schedule, I'm already not going to read it.
- It looks like an advertisement for the bus service.
- I agree it looks like some sort of organized tour.
- Anything that's commercial or a company doesn't really attract me; somebody's just trying to get business it looks like.

Flyer #2

- I like "Public workshop," it tells me that something is happening.
- Where your eyes go directly it looks like a map, but then when you see "public workshop" it tells you that something more is happening here.
- This is better but still too much info. I think probably everyone in the room would go because we're here right now but the general public would probably not go .
- This wouldn't catch by eye because it looks too "mappish"
- Something like the mayor speaking should be in bigger font because that could draw people in; if there are VIPs they should be prominently displayed, not hidden in the flyer
- This one is actually visually my favorite. I'm working on something in the private sector and I was thinking I love this format! But now that I'm looking at the pictures I realize I didn't even see the thing about the mayor. So maybe visually stimulating is not the best, because it's so visually stimulating that I missed the important text, so we need to balance between the first and second flyers.

- The dots, I focused more on those, not realizing that in the background is a photo of the bus and what they're thinking of doing.
- There's too much going on.
- It violates the basic advertising principle of KISS - keep it simple, stupid.
- I look at them all and think, it looks like someone is getting paid too much to present something, to do marketing that isn't good. I think this in general when I see flyers. If this is going in my mailbox and it's specifically tailored to a certain audience who's going to read it, then I think it works. But if they're just going out to the general public, I don't know if any of them are very successful.

Flyer #3

- Too juvenile
- Something I don't like is it's almost not professional enough, but if you're marketing for just the average Joe it might be good.
- [Some people thought the coloring was good, some thought it was too much]
- Picture might be too eye-catching and detract from text. I don't immediately know where we're going and what do we want. But I might not have the time to find out where we're going. And I want to know what "hands" is.

Flyer #5

- [Overall, one of the favorites of the group]
- "We need your comments" is appealing because it is simple. It pretty much tells you what it is.
- The visuals are simple – you have the bike, you have the car.
- The thing with this one is that it doesn't list a phone number, it only gives a website, and not everyone owns a computer still.
 - [in response] I'm looking for the website, where is it?
- Messaging is clear and graphics are appealing
- There's really no contact. How are we supposed to remember the webpage?
- The graphics are great, but there's too much information. You want to get your message out, but it's too much information.
- *What information would you expect the website to have?*
 - I'd expect the website to give details to an event and the transportation plan.
- It comes with the smart phone scanner [QR code], but not everyone owns a smart phone.
 - And even fewer actually use the QR codes.
- The use of the tiny url is self-defeating. The value of the url is only when you can click on them. To remember this? Please.
- The simplest thing in the world is to just come up with a unique register for \$7/year and have it point to this long address. It's a no-brainer and it probably takes 15 seconds to implement.

- I find this to be conflicting info: It is unclear if the plan already developed or is there a chance to still shape it? This sign suggests both.
- Going back to the Tiny url, my first thought was that it's a tracker and I don't want to be tracked. If I see an article with a bit.ly link, I'll google the name of the article instead and find it that way.
- One of the reasons people like this is because of a basic principle of advertising. It's easy to read because it does not do reverse type - light text on dark background, the most common sin. Several of these flyers are prime examples of why things are difficult to read.
- A .gov site is more credible. Make sure to have credible website addresses that look professional

Flyer #6

- Maybe a little too clean
- I want some combination of 5 and 6.

Flyer #7

- [One of the favorites]
- I like this one the most. Some of these look to juvenile and others are too busy. I would probably change the content but like 3 columns. It's probably about planning and funding the 2040 plan for auto, bicycle, bus, and pedestrian projects
- I think this is better than #5, also the website is easier to remember.
- Also, at the bottom I see it's PPACG but now I also know what PPACG is.
- I would go to this meeting. What gravitates me towards it is the coloring and the blue sky, as well as flyer #3. They just seem very simple to read.
- I think we all would probably read the flyer because we're interested, but if this is standing somewhere else for the public it has to be broken down, because it's more than 3 sentences.
- This one does best job of condensing info while appealing to widest audience. It doesn't alienate any one sector – you've got cars, buses, bikes. And it says 2040 moving forward, so you know it's about the future.
- It's clear about the proposal being a draft. I like this because it is clear that there is still a chance that input will affect the final product, as opposed to Flyer #5.
- Would be good to put at a bus stop or on subway, because there's good colors and they'd have time to look at it. But for car drivers, where would they see it and have time to read it? It's clear enough and the colors are not too distracting.
- At first I thought that the circles with modes of transport go with specific meeting dates, but I just now realized that they're not supposed to.
 - [others agreed]

Flyer #8

- [One of the favorites for people who like to bike]
- I want to go on a bike ride!

- I think this one would appeal to the most people.
- The bike ride looks like fun, and it works because it targets a specific audience. Many would choose to go. I would choose to go because I like to bike.
- This alienates people who aren't into biking or can't go. I'd like to go, but I have young kids that I can't throw on the back of my bike. So I'd think, I'd like to do that one, but I can't. Maybe when my kids are bigger.

General thoughts: Ads are probably not successful with general public if they are not targeted to specific projects or things that matter to the residents' everyday lives.

What would be a good hook to convince you to come to a meeting or stop and talk to someone? (45:20)

- I have never gone to a meeting because I feel like, well what could I do? I'm a new resident and don't know much about the city; I don't have much to say about it to people who are high in the chain and could do things. I don't feel my voice is important.
 - "We want your input" is so general, maybe something that would attract me is "New to town? Here is something you can contribute."
- Everyone has driven at some point, so maybe agencies should try something relatable i.e. "tired of driving?" "Frustrated with traffic?" etc.
- I agree – something relatable and showing what is my value. There are all these things going on, but what is my value? Why do you care to have me there? Or maybe I'm there, but I don't see any difference being made.
- *What would make you feel heard?*
 - Personal touch after meeting: someone getting back to me – an email saying we're looking into it, and we're planning to do X within Y months
 - They open up their records and show me how much money they're spending and where it's going. Money is something that talks, but we need to break it down so they care about that money. A dollar a day people don't care about. I want to know where my information is going and what's going to be used and is it going to have any effect.
 - Summary of how many people also suggested the same idea as you at the meeting so you know they will pay attention to it, i.e. "Many people shared your concerns about bike safety on this street"
 - If you go somewhere and there's no follow up, you feel like something is being done without input.
 - Even meeting minutes of what I told them so I know that they got it.
 - A note saying we took your suggestion and we're going to build a new bridge, etc.
 - I think people want to know, in addition to being heard, what's the benefit for me?
 - [Key takeaway is that there needs to be more follow up from agencies to let participants know they were heard!]
- *How would those concepts be conveyed in a meeting advertisement? What would get you to the meeting?*

- Different days and different hours were offered in order to reach a wider audience, like the people who don't get done at 6, they get done at 8. I liked flyer #1 for that.
- Agencies should try headlines like "would you like a shorter commute by providing this bus route?"
 - That shows people there is a reward for them.
- We want to know what the final end goal is. We want to know it will be more than a venting session; we already know that stuff so we need more if we're going to spend time going to the meeting.
- I use Uber a lot now because it's easier and cheaper than driving, and I can't rely on the PATH.

Have you seen kiosks, mobile outreach, etc? Would you stop and engage with them? (52:30)

- It would depend on whether the person at the table seemed knowledgeable.
- I probably would not stop because it's another diversion on the way to get where you're going. They're either collecting for Children's international, or giving you a granola bar to join a church, and now you want me to do something with the trains too? There are so many competing interests that you have to ignore some of them. I just want to get where I'm going, especially if it's cold.
- I'm more likely to stop if I'm out for leisure or for an event when I'd have time to stop and chat. Might also intrude on the event though, i.e .a holiday festival, but it would help if you're there for recreation.
- Often there is not enough information so those things feel fluffy – the staff doing outreach don't have enough info. When is it? What is it? Because maybe I can't talk to you at any other point so while you're standing in front of me I want the information now. I understand that budgets are tight and everything is spread very thin. Transparency is number one.
- If I stop I want to know what plans they have, what they want to achieve and how, I want facts and concrete plans. It's a pretty big topic and you can't just rely on the public to throw out ideas. I'd want that kind of info or I don't see a real benefit; a lot of it is fluff. If someone said, this is what the city's proposing, please give your input, I'd prefer that. It's black or white, A or B. Otherwise it seems like it's kind of for show.
- You need some sort of incentive. You might not go but if they're giving chocolate, you might answer the questions.
- [Several mentioned they don't want to be bothered while shopping at a mall]

What do you think about long-range plans? Does it resonate with people? (57:00)

- [Generally participants thought it was hard to talk about the future. It is difficult for people to conceptualize the future, especially when things are changing so fast and there is uncertainty. Some participants said they may not be in one place for too long, so they are less likely to care about long-term issues.]

- It depends on how far. Anything more than a couple years seems pointless because so much is going to change.
- It kind of depends upon the age. If you have a family with kids that are in school already, maybe you will stay here until they graduate. But I just got married and we're probably going to stay here another year and then look for a place in the suburbs.
- *What if it were bigger than just a city plan? Are you more interested in talking on a local scale or statewide scale?*
 - The bigger projects seem more unbelievable than the smaller projects.
 - Breaking it down into shorter phases would make it more relatable, tangible if you said here's where it is in the 5 year, 10 year points, and here's what we did last year.
 - There's nothing tangible with 2040, but a 5 or 10 year time frame is more tangible because you can think about where you were in the past 5 or 10 years.
 - I would prefer statewide because I do case management for seniors and I can see that they are affected by bad transportation systems in the whole country, so I'd rather see long-term planning. Maybe it's because I'm more involved in the community so I think about that. I would want more transportation in NJ because I know how hard it is for older adults. Also, I see myself as one of them someday and I want to be able to get around. Nobody plans for 60, 70, 80 year olds. Connecting the message with one's personal future could resonate – make the future seem real.
- *What do you think about using vignettes as a storytelling technique to make it real for people?*
 - I think it worked before, but I don't know if people's viewing habits are the same anymore. It depends on the platform you use. But anytime you can personify that issue, it's much more relatable.
 - When we first moved here, the new port wasn't even built yet so when we heard about the light rail it seemed so far off in the future, like the Jetsons. But let me tell you, those 10 years came right away and it was like a different world. We could show a visual of where we're headed and how it will affect people, like having a choice between the light rail and PATH and show stories and vignettes to personalize issues that might seem far off right now. It would impact them if they knew they wouldn't have to spend \$14 to get across the Holland tunnel and they would see that then they have options. They wouldn't feel like they had to use one mode of transportation.
- Short-term planning seems more relevant to the struggles residents face today. It is hard to think about how things will be better in 5 years if one is struggling now. I travel on 440 every day and I want to know what's going to happen now to fix traffic. I don't care if it will be better in 5 years.
- [People seem to care more when they have a little fear about what might happen in the future]
- Where 1 and 9 come together up by Journal Square, when I was watching them work on that I didn't feel like I knew where it was going. But if there had been an advertisement showing me what it would look like that would have helped.

- Insurance companies, they do a good job of showing you what your future is like – either scaring you or making you feel comfortable. When you scare people, they care a little more. You can show them their future and maybe they will suffer for two years but then things will look better.
- Sometimes vignettes used by insurance companies are cheesy and sappy and don't resonate. But vignettes that use humor are more engrossing and capture attention, then bring viewers on an emotional journey. I still remember one that really resonated because it captured me with humor.
 - NPR's StoryCorps is a good example of vignettes, but obviously it's a bit longer and more personalized but they're real people.
- People need to know that unlike insurance, we all benefit from transportation. It's not like we have to buy insurance to benefit. So it has to hit us somewhere else or it will become a corporation and I don't want it to be a corporation.

What are other ways that agencies might be able to communicate with the public online, etc? Does anyone follow public agencies on social media? (1:08:40)

- Google has an app for surveys that you can do online, Google Surveys. They constantly send me surveys, several times a day or once a week, and then when I answer them I get like 3 cents in my Google account.
 - It's only for Android users.
 - That's a big issue because I find that most of the younger generation uses iPhone.
 - The survey sponsors will then email you personally to follow up after you complete the introductory survey.
 - It also does not allow for just North Jersey, must do all of New Jersey.
- The students I teach don't use email, you have to use text or social media to reach them.
- One major consideration is that Jersey City is the second most diverse city in the US. It's not an abstract thing. In order to communicate with somebody, you first must know who they are and you must be able to speak their language. A prominent Canadian doctor said "The medium is the message." The effectiveness and the efficiency of any message is 100% the responsibility of the sender. If I send you a message in German, you probably can't understand me and I have wasted my message. I'm not just talking about diversity of language, but of income levels, religion, how people communicate within their own mini-communities. Unless you can solve the puzzle, you're not communicating enough. You have to overcome cultural barriers. You're talking to people in JC who are very intelligent and they come from communities where it's dangerous to get involved in public issues. That's one issue that you have to get past when you want to get people involved in a community like this.
- In this community [Jersey City] you need a focus group in Hindi and Arabic.

How did you find out about the focus group? (1:15:51)

- Next Door

- Jersey City FYI on Twitter
- Through friends

Why did you decide to participate?

- I care about transportation. It frustrates me right now.
- I've seen better transportation overseas when living in Hong Kong, Japan, and London where the transportation was immaculate and I never had to drive, and I hate that I have to drive here
- I'm frustrated that I get beeped at when riding my bike
- I just bought my apartment so now I feel more invested in my community
- The population in Jersey City has grown so much, and the PATH is overcrowded at rush hour. Journal Square is becoming more like downtown and there is development popping up everywhere. If you add that population to the already large population, it's going to affect transportation.
- I don't use transportation on the weekdays because I work nearby, but if I go into NYC on the weekends, you're waiting for 45 minutes and the trains are packed at midnight.
- When I graduated from grade school in Jersey City, I remember vividly that the population in JC was 350,000 people. How was our city easier to get around then than today? What's changed the game is the automobile, but also the excellent intercity transportation system that Jersey City had when I was growing up here has not been maintained. When I was in New Delhi I went on the public transportation system. They have the most modern, incredibly clean, comfortable, safe, cheap subway system in the world. It's not hopeless though. I was in Chicago recently and was reminded that every citizen in Cook County is never more than two blocks away from a train or a bus.

Had you heard of NJTPA before?

- [Two participants had heard of the organization; one is a planner]
- I'd heard of them because I live on the Westside where they are involved in getting federal money for the Bayfront light rail project
- [Staff explained the structure of NJTPA and the context of the focus group]

What is your advice for NJTPA? How would you want to be engaged? (1:23:00)

- Improve their ads and posters
- I want to know what's going on in the North Jersey area
- Draw it down locally. Hold meetings locally and after hours or even weekends, not like NJ Transit where they hold them at 10am on weekday mornings. Sunday mornings or afternoons would even be ok, if you bring bagels and coffee. It could be different times in different communities – religious communities may not want Sunday mornings.

- Use online surveys, advertise through neighborhood associations, community groups, etc, to create awareness.
- Meet people where they're at, at a smaller level, where people are likely to know people who are involved. If you want to hit people at a certain age, go to where they get their information from. If you're trying to get 20 year olds, get to their platforms.
- Have someone introduce you to other grassroots groups or social service agencies to get an "in." I found that working in Hudson County it helps a lot to get introduced, because it's hard if you don't know anybody.
- Focused, smaller group activities rather than large forums, where you can find people in that demographic who can become your local advocate for the larger cause
 - For example, activities for children
 - An adult could take the child over to the play area and it would be a safe space for their kids
- Provide transportation, depending on your demographic
- A good Incentive when talking about transportation: transportation passes/tickets, because you know they'll use it more than they'll use a coffee card or something.
- I came to this without expecting anything because I was just really hoping to have my ideas heard.

Final thoughts from participants (1:29:25):

- I was attracted to the focus group knowing that Rutgers was involved, because it's credible and lots of us have a connection to it. Rutgers has a decently known urban planning department and a lot of people have been there so it's not like some agency you've never heard of. [several agreed]
 - I checked to make sure your emails were legitimate to be sure you were really from Rutgers
- I wouldn't go to a NJTPA meeting, I can't even remember the full name of NJTPA.
- I trust that Rutgers will analyze and use the information gained here
- On the other hand, I perceive that the government will only engage the public to check off a box and won't really listen. It's not so much distrust as a perception of if they're really listening
- [Participants asked how NJTPA will provide information moving forward.]
 - Rutgers will follow up in a couple of weeks with the participants to tell them what we'll be doing
 - Trying to move towards two-way communication
- We'd ask that NJTPA do a better job of explaining why things are done a certain way so people understand why their street gets chosen or not chosen for a certain project, etc. That way people don't think they don't like our street because we're a certain color, demographic, income level, etc.

Demographic Questionnaire Results – Urban Residents





