

Innovations in Public Engagement
Northern Suburban Focus Group (Hackensack, NJ)
January 14, 2016

Date: January 14, 2016, 6:00-7:30 PM

Location: Johnson Public Library, Hackensack, NJ

Staff Facilitators: Miriam Salerno, Cailean Carr

Other staff in attendance: Kelly Glenn, Lois Goldman

Major Takeaways

- 1. Most participants had never attended a public meeting.** Those that had attended only did so when they were very motivated by an issue that affected their lives. Participants also want feel that they are being heard by seeing the hosts take notes, having a chance to speak regardless of how many people attend, and receiving follow-up communication about how their input made a difference. For those who had never attended, they would only go if they knew exactly what was going to be accomplished at the meeting. To get residents attention, meetings need to be advertised over several mediums because people use media in diverse ways. Suggestions included social media, text alerts, and PSE&G bill inserts. Other factors that increase attendance are public anger and the offer of incentives.
- 2. Showing respect for citizens:** Participants in this group feel strongly that they can tell when an agency is only holding a meeting to fulfill a legal requirement. They expressed that this communicates extreme disrespect as well as a waste of time. This occurs when meetings are held at inconvenient times and locations, or decisions have already been made before the meeting.
- 3. Flyers should be specific and grab attention:** Participants recommended a clear, bold title, clear dates and times of the meeting, a website for those who can't attend, and perhaps most importantly, a clear and specific topic of interest to the public. Phrases like "imagine the future" are too broad and people are unlikely to attend because they perceive that the meeting will try to accomplish too much, and most of it will not be of interest to them. Flyers that are too busy or have too much text are an immediate turn-off. Graphically, flyers should be simple, with limited colors, attractive visuals, and any photos should be directly related to the topic so it is immediately clear what it is about. Also, the purpose of the advertisement matters: a flyer handed off to a commuter boarding a train for a meeting about transit is more effective than a poster that people pass by walking.
- 4. A plan for 2040 feels too far away:** 2040 or 2045 does not resonate with participants because it seems too far away to care about, and many do not know if they will still be in this area then. Others want to see results immediately and see talking about 2040 as a delay to progress now. However, framing the plan as 25 years from now is more relatable. It may help to make a comparison to 25 years ago, because most people can remember the 1990s and it does not seem too long ago. Highlighting projects that have been accomplished in the past 25 years demonstrates how fast time goes and the potential of long-term planning. Other ways to make

long range planning more appealing are connecting quality transportation to property values, and to the desire to keep young adults or seniors in New Jersey.

5. **Regional planning felt vague:** Participants did not have a clear idea of what types of regional transportation projects might affect them. Several indicated interest in using the real-time bus arrival time app. Others expressed interest in more transit connections between towns, rather than just connections between the towns and NYC.
6. **Mobile outreach should be fun:** Participants are open to stopping at kiosks if they are in a place where they are already in a leisurely mindset and ready to engage with people, like a fair or other casual venue, especially if there are giveaways, attractive visuals, and activities. They are also favorable to Textizen and perceive it to be easy, effective, and tailored to their interests. Most would welcome a follow-up text.
7. **NJTPA:** Only one participant, who works in government, had heard of NJTPA. Participants advised that the marketing should convey a sense of urgency for why they should care and what could happen without a regional transportation plan.
8. **Lesson learned from recruitment:** The Bergen Dispatch posting about the focus group got the most attention. Several of the participants heard about the event from that site. Other participants heard about it from friend, a flyer in a nail salon, and email from Chamber of Commerce.

Participants:

| | | | | |
|------------------|----------------|--------|--|------------|
| Zonie LeSane | Black | Female | County Dept Health Services | Ridgewood |
| Tom Lopiccicolo | White | Male | Drafter tech | Lodi |
| Oren Auslin | White | Male | Local Government Office Job | Fair Lawn |
| Meryl Surgan | White | Female | Sales | Maywood |
| Judy Orenstein | White | Female | Travel consultant | Teaneck |
| Marion Udwin | White | Female | Engineer - Not working currently but starting a business | Clifton |
| Tom Gallagher | White | Male | Disabled | Lodi |
| Vivian Hayardeny | White | Female | Staff Trainer | Teaneck |
| Melissa Ojeda | Hispanic/White | Female | Unemployed - Just finished School | Maywood |
| Gavin Finlay | White | Male | In-between jobs | Wellington |
| Katie Cooper | Black | Female | Medical Codist | Englewood |

Discussion and Responses:

What are your day-to-day transportation needs? (25:40)

Summary of transportation use:

- Buses (7)
 - Some local buses, some buses to NYC on a regular basis
- Bike (1)
- Walk (1)
- Train (1)
 - 2 participants took the train when they went to school, but don't take it anymore
- Drive (4)
- Jitney (1)

Comments:

- I'm a frequent user of NJT, mainly the local bus routes, probably 3+ times a week. I also use my bike and the bus that takes bikes as well.
- I use the buses exclusively.
- I usually walk, use the buses, and when I was going to school I used the train.
- I drive
- I've had occasion when my car broke down and I would take public transit, and I take the train occasionally into the city.
- I drive to work every day, but I used to take the train when I went to Rutgers
- When I was working, I drove. I recently stopped working and use the bus primarily to go to NYC for entertainment, and I also arrange transportation for a mentally challenged adult who has recently stopped driving, and I've found it to be a real challenge
- Currently I'm not working but when I do work I work in NYC and take the bus all the time back and forth.
- I drive to work. The only time I take the bus or train is going into Manhattan.
- I used to take the bus to NYC for work and now I work in NJ and drive.
- I work downtown so I'm a slave to public transit so sorry I'm late, but it's because I use public transit! Every day I take a different route, the jitney, the ferry, the train, or the bus.

What do you know about how transportation projects are planned or paid for in NJ? (33:15)

- I'm just guessing, but with input from the community like this group tonight.
- I'm guessing it's paid for by the state
- Isn't it from the gas tax? The gas tax is supposed to fund transportation improvements.

- DOT. It depends on the scale and the jurisdiction of the roads, etc – state, county, municipality. Sometimes it gets complicated and it's a combination of all three.
- There are also other levels, there's private industry as well. So there's public transit, and private transportation services.
- With bus services, isn't it paid for by quasi-governmental services like NJ Transit? It's not really public or private, it's both.
- I notice there's a lot of advertising on buses and trains so I'm guessing a lot of the advertising money also funds transportation, hopefully.
- I'd guess that there are also a lot of bonds involved.

Have you ever been to a public meeting or hearing? (36:00)

- Yes, I've been going. Our State Senator Loretta Weinberg sponsored two recent sessions, about a month ago and a few months before that. I've been that angry that I've been showing up. Both were here in Teaneck.
 - The meetings sponsored by State Senator Loretta Weinberg and Assemblyman Gordon Johnson
 - It was about transportation in general.
 - First was jam-packed because the subject was about what to do with Port Authority Bus Terminal, and people had opinions and people were furious and very vocal. People came prepared with specifics. The team of Weinberg, Johnson, etc. were really on it and they had a lot of money there from different sources – federal, state, and they had representatives there from the city and NJ Transit and people were very specific about the problems. They cleaned up a lot because they had a follow-up meeting afterwards and Loretta Weinberg made a point of saying she rode into the city just to see the issues and it made a big difference. They can't replace Port Authority because it's a disaster but they shifted around the lanes, made some structural and communications changes, and the people who had suggested some changes think it has gotten better. It's not great, but it's better.
 - It was clear they heard us, people were taking notes, and they responded to our emails telling us what they heard us say. I really felt like as a constituent that people were listening. There were a lot of very angry people in the room even though the meeting was well-run. They waited until we all had a chance to speak that night, even though we were there past 10pm on a working night.
 - The issue was public transportation in this region and people were specific about the problems – bus service that was cut, etc.
 - It felt like a good use of my time because they gave people time to talk and we saw improvements as a result.
- Hearings about a parking garage project in Ridgewood that was recently approved
 - In Ridgewood we have a bus hub so we have a higher concentration of buses, as well as a train line.

- Transportation Issues are different in various parts of Bergen County, and people in Ridgewood are less motivated. People in Ridgewood are just commuters. I think it is partly because of time. When you look at how the express buses run, there are express buses really early.
- We need commuter parking in Ridgewood, because our parking is completely full at 5 or 6 am. so they just bonded \$15M for a new parking garage. It's controversial, but it's needed. In Montclair they have several new parking garages to help with their parking situation.
- The project was discussed in the paper a lot.
- I don't think they had individual meetings on the parking garage in Ridgewood, but it was discussed at general council meetings and was a big focus of those meetings.
- [Some participants have never gone to a public meeting]

If you haven't been to a public meeting, in what scenario would you go?

- I'm sure a lot of people have noticed the PSE&G construction. It's currently tying up traffic and getting out of control. Streets are closed every day; it's like a rat running through a maze to figure out how to get through it. They're saying it's going to stop soon, I don't know when.
 - I'd like to know exactly what they're doing and when they will be done. They sent a letter saying they're replacing pipes, but I don't know. When the project is done there's a giant trench going down the streets, so now they're probably going to raise the rates for PSE&G.
- We have all these meetings, but when do people show up? People will come when meetings are sufficiently advertised. How are they advertising public meetings? Are they just sending one letter to the newspaper, and if you don't look at the local news that day, you'll miss it. If they are only advertising in the newspapers, it's not enough because my generation [Millennials] doesn't read newspapers.
 - I know it's not necessarily their fault. Maybe their advertising budget is low.
- (50:02) People will show up only when people are very angry. Vague topics like "should we have public transit" are not appealing. But if it's, I can't get to my job without it, or I'm coming home miserable every night and I'm missing my kid's soccer game, then you're going to get a level of engagement that's higher when the level of rage is higher. I don't know how else to put it. You can say "wouldn't it be nice if we have bus service," but it's when people are angry and the conditions need to change, that's when you'll see it.
- Maybe we need an incentive. "we're going to do a rate decrease, so please come out."
- I think part of it is the fault of the agencies. Over time they've tried to engage the public at hearings and they act like they want to engage the public, but it seems like they've already made up their minds before the public walks in the door, so people get to the point where they don't want to contribute or engage. What we say doesn't matter and the only reason they're holding the meeting is because they're bound to by law. It's their fault people don't want to engage.

- General things like a reduction in service or an increase in fares. I think it's important to put your two cents in about what's going to happen down the road

[Diversion: participants began sharing ideas for how agencies could do better public outreach]

- They use the reverse 9-11 with text messages any time anything happens, and they could use that to advertise meetings.
 - [in response] Yeah, but that's because you have no choice but to receive Amber alerts. It's not the same thing as advertising a meeting.
- Go to where the commuters are – where the commuters are who are utilizing the services.
- There are whole areas of North Jersey that are underserved where people don't even attempt to go by transit. So unless you advertise in a way that appeals to people – and I agree, I think today you have to use digital media – you have to do a combination of reverse phone calls, notices. If ISIS can use Facebook, I think NJ Transit can use Facebook. We need to start moving into the 21st century and start using some of these communication vehicles that we aren't currently using to engage the public.
- *Do you follow any agencies?*
 - I can't say that I've seen any agencies reach out necessarily and I haven't pushed for it either.
- NJT has an app and they send notifications to people who have the app. It would be an easy way to disseminate info because I used it for a while when I was using the train.
 - [in response] But that only reaches people who are currently using the service. What if you would commute but you don't because there isn't a train? We need to be able to reach everyone.
- Why not partner with PSE&G, and cell phone companies, or USPS to send out a mailer. The post office has a mailing service. Why not invest in them doing a mailing to households in a certain area? We all have PSE&G. You can do some sort of partnership and so some sort of insert in the bill.
 - I personally look at a lot of information in inserts. I'd be more likely if there were an incentive to look at it
 - The post office has a program where you can send out a mailer by zip code so that's a major advantage.
- *Would mail or email be more effective for advertising?*
 - You have different age groups of people that are tech-savvy and people who like hard copies. I'm in the generation where I have my print calendar I like to look at, but then I'm also tech-savvy. I like a little bit of both.
- You need to reach out to people who commute to the city. There are a lot of packed buses in Bergen County, by the sounds of it. And I think advertising to let everybody know that we need your input into these routes or the capacity or the fares. The amount of people who commute into the city – they need to be asked these questions and asked for their input. Nobody likes to see fare increases or reduction in routes.

What would make you feel like your input was valid at a meeting? (51:40)

- Example of a poorly run meetings/outreach
 - Recent meetings on the future of Port Authority, held in Fort Lee
 - The meeting for Bergen County was in a garage! They were literally held in an unheated garage in Fort Lee with folding chairs in the winter.
 - I stayed for 10 minutes and left and thought this was ridiculous because I felt their choice of venue so condescending, and nobody was going to listen to me anyway.
 - It was clear that they were only there to comply with a mandate
 - If people get the sense that people are listening and taking notes maybe people would come more.
 - Englewood bus service cuts
 - I heard from people in Englewood who told me that they stopped using the bus service because it was so unpredictable and sporadic. They didn't stick to the schedule.
 - Ridership decreased, and only then they did the ridership survey which made them decide to cut the route. But it decreased because the service was bad!
 - If it ran predictably, people would have used it.
- How can you convey in an advertisement that input would be valid?
 - That's up to a marketer, I'm not a wordsmith
 - "We're ready to listen," "we're changing," "your opinion matters," etc. to grab people's attention
 - With the bus service cuts, that's a chance to tell people that things will be cut if they don't share their opinions.

Would you be interested in an advertisement for a regional project in North Jersey? What regional projects would interest you? (58:45)

- I'd be interested in talking about improving connections between towns, ie Hackensack to Oradell to Ridgewood. I remember that once my car was broken down and I didn't have a way to get from home in Ridgewood to the train because the bus didn't operate in the hours I needed to be able to get to the bus.
 - Hackensack is up and coming, it's going through a whole restructuring, so if that's going to be a new place for people to live and grow, so they need better connections because I can't get between towns in the right time frame.
 - If I want to get to Teaneck real quick on a bus or train, I can't do that easily.
- My son lives and works in Boston. In the beginning when he started working, he had to take two buses and a train to get there and it took 45 minutes. But he could get there and it was well-laid out and he could always tell when he was on one vehicle when the next one was coming.

- I'd be interested in real-time arrival information to know when the next mode or connection is coming
- Our model now is not sustainable, economically or environmentally. You can't get more people over the bridges because there aren't good connections. But it's beyond trains, buses, and ferries. How do you advertise how to connect people who are going about to the same place at the same time? We need to use technology more. If the state were looking forward and were interested in our input, I might attend, but right now I'm not convinced.
- *What would need to be included in an advertisement?*
 - I don't read the newspaper, you better zap me with a Facebook or Twitter post [retired participant].
- My daughter is 18 and she uses the NJT app for real-time bus info, but I didn't know about it until she told me. She can time her buses, which is interesting.
 - I have the NJT app but once it didn't work and I waited 25 minutes for the bus before getting in my car and driving to NYC or I was going to miss my play.
- I've heard about a transportation hub being discussed in Hackensack, but don't know more about it

Look at the pages of sample flyers for public meetings (1:06)

Flyer #1

- Since it says "have your ideas heard," I would go because I'd like to express my feelings.
- "alternatives" stands out because it tells me they are thinking about making changes
- "Help Mountain Line plan" stands out because they are soliciting input
- I would attend
- I like "visit our website;" it's good to see they already have materials ready online

Flyer #2

- I'm not a fan, I think it's all over the place – I probably would only look for a few seconds and wouldn't go.
- Flyer is too busy
- It sounds like the mayor doesn't want you to show up
- The words to try to entice you to come are too small. There's nothing to tell me what's happening or why I should be there.
- Nothing tells me why I should go; no agenda
- Dates are hidden, I had to look through it to find them, unlike with Flyer #1.

Flyer #3

- It shows me that the problem I thought existed actually does exist and there's going to be a meeting about it, and I would be interested in attending.

- It's pretty
- Content is appealing: "what is the future?" so I would attend.
- Topic is too broad – is it about jobs, housing, transport, etc? I wouldn't go if I was only concerned about one topic. I'd think there would be too many people there. The flyer is appealing though.
- What is HANDS? Lots of acronyms.
- Design is catchy with road leading into the city
- Everything is the same font, everything looks like it's as important as everything else too.
- "we need your help" – help with what? It's too broad.
- Contact info is not descriptive – who am I calling or emailing? I don't know what their position is.
- Why are there two websites listed for more information? I'm not sure which one to visit, or who HANDS is. There is no clear message.

Flyer #4

- I wouldn't read the flyer
 - font is too small and too much text
 - it's easier to read in bullets
- I would never read it, I'm too lazy to read it
- "tell us what is important to you" and "come join the discussion" is nice
- The heading is very clean and to point, regardless of whatever is going to follow.
 - But what follows is too cluttered.
- Photos along with the headlines make it look like it's only about housing or development.
 - The text mentions housing too.
- It's buried here, but look at this! They should highlight "light meal and special activities for children." That's a great concept – if you provide childcare a lot of people will show up who would think they couldn't go because they don't know what to do with their kids.
- Would depend on how I received it: if it were handed to me on the way to the train, it would give me something to read on the train, but if I were passing by a sign, I wouldn't stop
- In an email, the top would catch my eye and I probably would have read it

Flyer #5 (1:14:35)

- Bold and straightforward, and you have bikes, trains, cars, and buses. It says long-range transportation plan, so it's clear what it's about.

What does "long range transportation plan" evoke?

- Future of what we'll be building
- I'd be interested because in the future those plans may be for things that I will need
- I need to have more information; I want to know what the long-range plan is. Will I be able to use a bus like Uber? What's the long-range goal? I wouldn't just see it and show up, I want to know more.

- 2040 seems too far away. 2030 or 2025 would be more appealing.

How would you connect with 2040?

- Hard to think about where I'll be then, if I'll still be here. Will I be working from home? It's so far out, and I don't commute everyday, but if I did, I'd be thinking more immediate. I don't want to wait until 2040. If we're talking about changes I want them to be in the next 5 years max because I'm thinking about my daily commute.
- I know that planning takes a long time, for example the new tunnel or the Second Avenue subway.
- 2040 is way too far out to care about
 - 2020 is the furthest out I could imagine caring about
- *What about if we connected it to your kids? Would it help if it connected to that?*
 - I guess
 - My daughter is in business school in NYC, and she's already discussed that if she gets a job in NJ she'll live in Westchester because it's an easy train ride down to the city. She won't even consider living in NJ because the transportation is not great. She'd like to come back to this area but it's a second choice.
 - My daughter is 25 and lives in Brooklyn. The subway is more reliable and cheaper for getting into the city than from here. It's a low fare and it's always running. I don't think my kids are going to be living in this region if it doesn't improve. She works in Midtown and she could commute from here or Brooklyn; she's choosing to commute from Brooklyn.
- We know the population in this area will probably grow by 2040, regardless of whether or not we are among that population, so it's good to plan for
- It's so far, I'd have to think in a couple years when there's a better chance of me still being in this area.
- In 2040, we know that we may not be here and our children may not be here, but the population will still swell.

[Someone pointed out that 2040 is only 24 years away; Discussion about the concept of planning for 2040]

- I just realized that 2040 is only 24 years away, so it's starting to grow on me. Back in the 90s we thought 2000 was so far away, we didn't think we'd see 2010, but now here we are 16 years later. When you think about it, 2040 will be here before you know it. Look at the hoverboards, they're blowing up.
- If we think about 24 years ago, it's not that far. It's easier than naming a certain year.
- I'm not good at math so I didn't realize it was only 24 years from now, but now that you say that, 2040 seems a lot closer.
- When you think about the planning that life requires, like going to medical school for 8 years or planning for other things, you understand why you have to plan that far out.

- Our property values depend on easy access to NYC. I can't blame your daughter for going to Brooklyn because our transportation is not efficient here. If there was a better way to get from New Jersey to Manhattan, maybe she'd live in New Jersey still.
- Our population is growing slower than in Manhattan because of poor transportation and infrastructure so that's where people are living.
- The modes of commuting to Manhattan are the same as 30 years ago – there is nothing new and improved. Yet fares are up and routes have been cut
- These flyers are lacking a kick, a sense of urgency to think about what we need for the future.
- Maybe it would help if we think about where we were 10 or 20 years ago and what's changed since then, and then connect that with where we could be in 10 or 20 years from now and ask for input. They could discuss what's on the docket for implementation for 15 years or 20 years. I think that's important because people need something to hope for. You need to include morsels of what we're improving and what's already been approved and is in the works to give people hope for what's improving.
- My son commutes to Manhattan from Bergen County but his wife commutes to the airport. She has to get up early to get there. She always complains about commuting. They decided if things don't get better they are going to move to NYC next year so they both have an easier commute. They're an example of North Jersey losing population because of transportation issues. It's difficult. In Englewood they used to have a trolley but they don't have it anymore; maybe people weren't using it. If they're going to do it they have to make a wide range of outreach. In Englewood sometimes they put flyers on doors. Sometimes when you go to a meeting in Englewood you expect it to be about one thing and then it's completely different, so people get upset and then they're gone. If I saw a flyer for the next 20 years I might not be interested.

Have you ever stopped at a mobile engagement event, kiosk, etc.? Look at the mobile kiosk photo – would you stop? (1:28:40)

- I do that type of outreach at work, and it's hard because people don't want to be bothered but I think people are more engaging if it's something that affects their daily lives. If a NJT employee approached me about my commute, and they were dressed in a way it was clear to me they worked for NJ Transit, I'd be happy to talk to them. But talking to people who don't commute might be a lot harder.
- In a mall, I'd probably avoid them because I'm there for shopping. At a fair, where you're already going table to table, if they caught my eye I'd probably stop and see what it is.
- Things that would make me want to stop
 - Incentives and giveaways help, in my experience. Little trinkets. A percentage of people are still not willing to stop, but I usually am.
 - Visual stimulation – something that attracts you to them. It needs to be on point about specifically about what we're talking about.
 - Interactive – tablets, display if they are visually attractive.
- I'd stop at image 1. It seems open and inviting.

- Image 2 is clean.
- I like image 2. I like the maps and boards. 1 is also good.
- Image 3 – what is that? I can't tell what they are doing.
 - There's too much.
- I like 3 and 1. It reminds me of a survey that was done one year in our voting area. Not that we had great voter turnout, but that's an area where you kind of don't have people in a very big hurry because you don't know how long the lines are, and it's all types of people – people with kids, older people, etc.

Look at the Textizen ads. Would you respond? (1:34:05)

- I like the Textizen idea a lot more than flyers for meetings or kiosks! I'd be more likely to do this.
- I like the idea of a simple "yes" or "no" question
- I'd be ok with follow-up texts; I do it with my cell phone company all the time because they're always sending me offers to keep me.
- You could tailor it towards any topic, that's what's good.
- I think it's great because I don't have to show up anywhere or listen to other people complain about things I don't care about
- It will make me feel like I've done something to give input, and I can go on my way. It's not the most I could do, but I've done something to give input and see where it goes.
- Feedback is anonymous
- But your options for feedback are limited with the multiple-choice questions

[Reveal]. Has anyone heard of NJTPA?

- [Nobody had heard of it except one participant who works in government, but he didn't have a good idea of what they did.]
- *What do you think they do? What does it sound like?*
 - It sounds like they try to gather input for plans 15-20 years down the road.
 - Since it has the word authority, it's probably a governmental agency.
- At first I thought they were related to the Port Authority, but they're not.
- [Lois answered questions about the composition of the NJTPA board and the RTP]

What would your advice be to them with regards to the RTP and getting people engaged?

- I would want to know that there are skilled technical people on the board like planners and engineers
- I think the RTP will be a big lift because not many people have heard of NJTPA. I didn't even know it was federally funded.
- Target young commuters because they're the ones who will be commuting from North Jersey in 2040. Maybe I'm biased because I'm a young commuter.

- As someone said, our housing values are tied to accessibility within the region and to the city. People are passionate about that.
 - Why would people move here if they know it takes 2 hours to get home from the city?
 - Tie the issue to housing values; it loops everybody in and people will care
 - Bergen County has way more homeowners than average, and everyone cares about their homes. Everyone will suffer from commuting problems even if they don't work in New York because it's a housing issue.
- Flyers need to show urgency
- Also develop regional transportation because older people who don't drive need it or they will move to NYC, where they can use mass transit.
- There is a limit to how many people we can move in and out of Manhattan every day; we need options within NJ if we're looking on a longer range.
 - I commuted by car within NJ every day for 40 years because there isn't adequate transit. It would have been nice to have an alternative and I would have used it if it had been within 5-10 minutes of my driving commute time
 - An advantage is keeping tax dollars in New Jersey.
- Reliability of trains in Europe is unbelievable, and we don't have that here
- I went to Nigeria last week and there is always a car or bus waiting to pick you up at the airport, and there is always a bus in town
- Why is there no ferry from here? I say this at every meeting and nobody listens to me. There is a ferry from the Rockaways with the same fare as the subway and it's amazing. I would love to drive to Englewood boat basin and take the ferry in.
- We are hitting our physical limitation of how many people we can take across the river
- My favorite way to commute is NJT to the Hoboken ferry, but it's so expensive to pay for parking, NJT, and the ferry.
- People take commuting costs into account when deciding to live in Brooklyn, and it's often worth it even with higher rent.
- Englewood is building more housing but there are restrictions with commuting, so it can never be the city they want it to be

How did you hear about the focus group?

- I receive e-mails about surveys
- From a friend who works at the Bergen Dispatch
- Facebook post from Bergen Dispatch
- From someone else in the group, who shared it via Facebook or word of mouth
- Flyer in a nail place, bank
- E-mail through the Chamber

Demographic Survey Results – Northern Suburban Residents





