

**Innovations in Public Engagement
Urban Millennial Focus Group (Newark, NJ)
January 26, 2016**

Date: January 26, 6:00-7:30 PM

Location: Topology, 60 Union Street #1N, Newark, NJ

Staff Facilitators: Miriam Salerno, Cailean Carr

Other staff in attendance: none

Major Takeaways

1. **Mixed experiences in public meetings:** Most participants have been to a public meeting, and feelings about them were split. Reasons for attending include interest in the topic and wanting to be a part of something in their city. They felt it was worth their time if decision-makers cared and wanted to do something, if they gained a better understanding of issues, and if they felt heard. Others did not enjoy their experiences because they felt that all decisions were already made before the meeting/event, or the motions felt mechanical and required. The most important aspects of a public meeting are the location and proximity. Participants said they would pitch a public meeting to someone they know by connecting it to their personal experience and asking them to go as a favor to a friend.
2. **Modern/clean design is crucial for flyers and advertisements:** Modern and cleanly designed materials are important to the participants' decision to find out more about the event. A major theme was that it must be immediately clear what the event is about with a quick glance. To keep their attention, it should be obvious where the reader should look next, with limited text. The group especially stressed the importance of modern design. They would assume that a flyer with a 90s design was outdated or designed by somebody out of touch with the times. Other positive aspects include simple and clear graphics or icons, taglines asking for input, QR codes, and a website listed. The word "workshop" was also preferred over "public meeting" because it is seen as less intimidating and more receptive to feedback. There is also a place for slightly ambiguous advertisements that spark curiosity to attract traffic to a website.
3. **Pop-up kiosks should be fun:** Participants would stop at street fairs or train stations if they have time, they are invited to stop, there is a good pitch, and staff is professional. Participants are also drawn to bright colors, interactive activities, or giveaways. They are less likely to stop at a grocery store or mall because they are usually busy, nor on the street. Most are drawn to activities if there is a crowd and signs of a lot of participation, and this took the pressure off them to engage one-on-one with the staff. However, one participant noted that they would rather help give attention to less busy booths where they are more needed. Games and crafts will keep families engaged and can draw in children, whose parents will have to stop as well.
4. **2040 sounds too far away:** Many are more concerned about what is going to happen today or in the next five years. Talking about 2040 as "24 years from now" is a little easier to grasp. Participants considered 2040 the deep future and some would be drawn to futuristic scenarios on

advertisement materials. To pitch 2040, participants suggest making it clear that their input mattered and making it sensational, fun, and playful. Others suggested that scaring people with visions of congested, dirty places could be an effective way to suggest that our actions today matter for the future.

5. **Social media is important, but Facebook is for friends:** All participants used social media to varying degrees. NextDoor is a popular way to hear from the city and find out about events. Some reported following political leaders or news sources on Twitter or Facebook. Most use Facebook only for communicating with friends and family or joining groups. If someone they knew asked them to fill out a survey via social media they probably would, but they would not click on advertisements. They are most willing to take a survey when it has to do with something they care about, when there is a progress bar, it is less than 5-10 minutes, and it works easily on mobile phones. Most would respond to advertisement for a Textizen survey; those who wouldn't worry about spam or excessive follow-up texts.
6. **Regional Planning is hard to grasp – keep it local:** Participants noted that they felt North Jersey is too large of an area to think about regionally and that they did not consider Newark a part of North Jersey, which evokes images of the suburbs. They advised engaging people in smaller groups and using more local spokespersons and local groups who understand the unique situations in Newark and help residents feel connected.
7. **Advice for NJTPA:** Participants noted that using facilitators that are of the same age group or that are engaging and fun is helpful. Another suggestion is to engage from every angle – for example, engaging high schoolers in Newark with a logo contest because they use public transportation. Finally, they noted a need for NJTPA to increase its brand recognition.
8. **Lessons from recruitment:** “Rutgers” brand gave the focus group legitimacy. Recruiter had insights into the community and knew what social media worked for targeted population - various Google, Facebook, and NextDoor groups.

Participants:

Name	Race	Gender	Occupation	Zip Code
Susan Johnston	white	female	homemaker	07105
Shakima Thomas	Black	Female	Family service worker	07106
Alnela McLeod	West Indian Islander	female	clinical trial assistant	
Molly MacInnes	white	Female	youth shelter counselor	07105
Jose Augusto	Black & White	male	Sales	07105
Dan		Male	Urban planner	08016

Discussion:

What kind of transportation do you use on a regular basis? (6:15)

- I have five kids and my husband and I share one car. He uses it to commute about half the time. We're big walkers; we like walking and walk further than most people. We use NJ Transit and PATH, my husband more than I do, and my husband uses the bus as well. He would probably bike if that were easier.
- I live and work in Newark, and I use a combination of transportation types. I drive, I walk, and I use the bus. Since we had the snowstorm I've been taking the bus because it's less stressful and it's an easier commute for me.
- I live and work in Newark. I don't drive, but I like to take the PATH and the train to the city. I don't like the bus though. I like to walk if I have the chance to walk, instead of taking the bus or train. If I'm traveling within Newark I prefer to walk.
- Up until last year I was doing everything by driving, but I haven't been driving for about a year. Going to work in Jersey City, I take the bus, and when push comes to shove I'd take the PATH or anything like that, even the light rail sometimes too.
- It's easy for me to walk to work so I usually do but I also have access to a car, but my fiancé lives with me and so do three other roommates so we sort of share a car. One person works further away, in the South Ward, so if she has some business thing to go to she'll take the car, or if people need groceries they'll take the car. And then my fiancé takes the NJ Transit to New York Penn Station, and he works there.
- I use a lot of public transit. My apartment is in South Jersey, in Burlington. This morning I took the River Line to the NEC line and then back here, and when I'm done here I'm staying with my parents, so I'm going to take the Newark Light Rail to Broad Street, and then take the train over to Maplewood and then walk. I do have a car, and I used it a lot in my last living situation, but it hasn't been used very much in the last month or two.

Has anyone ever been to a public meeting or public workshop about any sort of issue in your neighborhood – redevelopment, transportation, housing, education, etc? (10:20)

- [4 said yes]
- The last meeting was about the business improvement district plans, to kind of like improve the business improvement areas where I live in the Ironbound section. We talked about that and how that can be beneficial to bringing up the quality of life in the neighborhood, and also helping businesses attract more customers.
 - I heard about it through email, through a community organization.
 - I felt like it went well.
 - I walked away knowing that there are people who care about the city and want to take it to the next level, and that's something I want to be a part of, and that meeting allowed that. It supported the people to come out and participate in revitalization. It was a

positive experience and I met some people in the neighborhood that I didn't know, so that's always good to meet some people that you live around.

- The last one I went to was at Rutgers Newark. It was on the body cameras that they wanted to implement for Newark police officers. It was a very interesting meeting, and it showed the pros and cons of everything. I didn't get to stay for the focus group part because it was after 8pm and I needed to go home to wake up at 5 the next morning.
 - I heard about it through a neighborhood association that was already formed, so when we got information about it I thought I would go.
 - I was inspired to go because I'm actually interested in that.
 - We had speakers in the front who gave their thoughts and pros and cons, and then later they broke into focus groups that were more interactive.
- These cases might be borderline because I was working in that industry so I was invested in it. One is about education reform and changes that public schools should or should not make and just bringing the community to the table, so I went as a teacher. I heard about it through teacher friends, I don't know if it was an email or something but we were all like, we need to go, so we went. Another is about raising the consciousness of businesses towards serving LGBT clients, so I went because I work at a shelter and so I was bringing that perspective to the businesses at the table.
 - For one, I went to represent work. And the other one, everyone who I was associated with was going.
 - At the second meeting I definitely felt heard. The first one, it was very intimidating, especially in education, even if you're a teacher who's invested. I thought, well who's more important in this situation? The kids? The parents telling their stories? So I didn't want to actively participate because it's intimidating.
 - [another participant] that's a tough crowd in the city right now.
 - People come in with these preconceived notions of "this is how I feel about you." And you're on the other side of this line.
 - There were teachers, principals, etc. up in like a panel, but people could come up to mikes to speak, so parents could come up and speak, but there were two camps – charter schools and not.
- My husband always goes to meetings. He went to one early, after we moved to Newark. We've always lived in cities and are interested in planning and cities and how they're carried out. The first one was about the Newark waterfront, and he felt like it was a waste of his time like they'd already made all their decisions. So the first time, I didn't go because we have five kids to take care of, but now, as other things have come up, we feel like it's probably not worth our limited time.
- The last couple years I've been to a couple meetings at the Town Hall. Most of them were just regular meetings, almost nobody was there, and you just go through these really mechanical motions of city government. One time I had one about a potential waterfront park, which was a little more interesting. It got a few more people. They had a designer and they got some

comments. The tough thing about those meetings is it's hard to know whether they're actually going to be able to hear what people have to say, even if the officials are actually interested in it, are they invested enough.

Shout out on a scale of 1-10 how much the following prompts influence your decision to go to a meeting (18:30)

- *Topic being discussed*
 - 10 [various]
- *Food or refreshments*
 - 2
 - 4
 - 5
 - I need some water or something
 - It wouldn't matter to me. I almost ate before I came tonight.
- *Childcare availability*
 - *Would you and your husband both go if there was childcare?* Maybe, but we have a special needs child so that's not a typical situation.
 - Not applicable
 - 5
- *Location and proximity*
 - 10
 - 7 [various]
 - 8
 - 9
 - 4
 - 7 or 8
- *Being invited by someone you know personally*
 - 6 or 7
 - It doesn't matter, I just have to be interested
 - 4
 - 7
 - 5. It really depends on the situation.

Think of an issue that's important to you and a person you know that would never walk into a meeting normally, but you think it's important for them to go to a meeting about it. If there were a meeting scheduled, how would you get them there? (20:50)

- Try to think of an example of how the issue impacts their life. I think people who don't go to meetings can't think of why it matters to them, so I'd try to connect it to their experience.
- Food
- I think I would ask them to go with me as a favor and tell them why it's important to me

- I would do the same thing, ask them to come along as a favor and say I'll go with them next time
- I agree, I'd say "I really need you to come for me, do it for me." It's really hard to convince people.

What if you were inviting someone but you weren't going to be there?

- I'd say "please do it for me. I need you to represent me because it's important to me."
- It depends. I'm good at trying to convince people that things are important. Sometimes I might be able to tell the person this is something that's really important to me, but I don't think most of my friends think that way.
- I've taken people to meetings. I just put them in my car and said, we're going!

Look at the flyers. What do you think the meeting is about? Would you be interested in attending? Do you think it would be interactive or not? Would you contact someone for more information?

Flyer #1

- It's a little busy, oh, I see, just now I'm seeing they're figuring out how to change the bus line towards the future. This wouldn't interest me, I'm not a bus user, but my husband might go. He uses the bus. So we'd probably visit the website. I wouldn't call or email, but if we were in a stage where the bus service were important to us I'd visit the website.
- I don't like this one very much. I just kind of want to rip it apart.
- It's too much information, it's like where do you start? Do I start at the top, the middle, or where the cat is?
- I might look at the website, and hopefully there's a survey I can do.

Flyer #2

- It's better, because there's a color scheme, and the mayor's going to speak.
 - Would that attract you to a public meeting?
 - Definitely. If it were in Newark somewhere I'd go because it's so interesting all the ways that politicians are connected.
- I'm sort of interested so the mayor might appeal to me. I also like the workshop language, it sounds like chances to have conversations or be heard. I would assume there'd be small groups or breakout sessions of some kind, where there is collaboration of ideas. I would feel very angry if it were then just like a program and not a workshop.
- *What do you think of the words public meeting vs. workshop?*
 - With a public meeting, I imagine a microphone where someone is just speaking, and like someone else said, maybe intimidating.
- I don't like this flyer. It's too busy, it's hard to find – where do I start? It's all over the place. This doesn't connect to that, it's like, what?

- It's clear to me that it's about transportation. It shows me how things are connected, so I like that.

Flyer #3 (26:55)

- I like the scenery, but the text is – I can't really see it well. It's not jumping out at you. It's kind of like – is this somebody's research paper?
- *What about the tagline – where are we going?*
 - I like that. I feel like it's asking for my input – where are we going with this? How can we make it better?
- I love it. It's calming, I love the colors. I love seeing this in paragraph form. You can read through it, you know exactly where to go, there's a website, if you can't make the meeting you can call this number.
- I like this one too. I think the really simple graphics focus on the text. I know where to read first, and the graphics draw me into the text.
- It's hard to know exactly what's going on. It's hard to really represent it in a really obvious picture on a bus line.
- What's going to make me read this flyer if I'm walking down the hallway? But I agree with this simplicity, that it's calmer, but I'd walk right by it, even though it's nice. It seems like we're getting better.
- I like the horizon because it represents the future.
- They should have a big heading that says "we need your transportation input" or something. There's a new business going in by the Starbucks and they have this big sign but it just has a bunch of text on it and you have to read it forever. I really want to know what's going in there but it's so hard to read.
- We need a word that's like "oh! Got it."
- I need to be able to jog past it and know what it's about.

Flyer #4 (30:00)

- Oh no!
- Is this a website? No, it's a flyer. It looks like a website.
- If this came in the mail, I might read it. But if it were hanging somewhere, I wouldn't read it.
- There's too much information
- *Do you believe the tagline?*
 - No, it's not convincing at all.
 - It's like "we have to ask you. We really don't want your input."
 - It doesn't appeal at all.
 - I would still look to see if there's a website where I can fill out a survey.

Flyer #5

- There's something different about this one – when I was in 5th grade I could get on Microsoft Word and I could make this. So I'm mad at this because I can do it but this [gesturing at another flyer] I'm like "where do I start?" And then this, [#6] it's something cool that happened with our generation where people got really good at graphic design and I'm like "oh, someone cool made that flyer." I feel that way with certain graphics and websites, it's like, this? Come on, try a little.
- I would assume this didn't apply to me. I think if I saw this somewhere I would think, I don't know what that is.
- I'd keep walking, I didn't want to read it.
- It's like something happened in 2007 where things started to be more visually awesome. I'm all about the visually awesome. So like Airbnb? Still accessible, there's super great information but when you go on it there's a video and it looks like someone put more thought into it. I don't even know why I feel that way.
- *Who agrees with that? Does it make you feel like someone more relatable did it?*
 - I would agree, but on the other side, there are urban planning websites that are really boring that people still use a lot. Craigslist is the first one that comes to mind, or Wikipedia.
 - Yeah, but I need to be motivated by the information a lot or have a recommendation about it. If I'm doing research and I pull up 10 tabs, I'm going to stay longer on one that looks like it has some sort of professional cache.
- *If you look at one business's website and one's a boring 90s one and one's more modern, what would you think?(42:40)*
 - I would assume that the 90s one's information was outdated.

Flyer #6 (38:10)

- I like it a lot, because that's what I always do is go to the website first anyway. It's a really simple graphic, it's obviously about transportation. [facilitator mentioned that it's also about 2040]. Yep, but that didn't even jump out at me. I would think, it's about transportation, there's a question, I want to find out more so I'd go to that website.
- It makes you curious, it makes you want to go to goto2040.org and see what this is about, because it's not directly telling you, so I know I would feel curious and go check it out, just to poke around.
- I think they should take the headline from 5 and put it in 6 and definitely take the QR code from 5 and put it in there. That would grab my attention because it's so easy to take your phone and then you're there.
 - [others: oh yeah!]
- *Who uses QR codes?* [3 people].
- I could jog past and take a picture of the QR code and keep going.

Flyer #7 talks about 2040. What do you think of when you hear 2040? Would you be interested in talking about the year 2040?

- .
- 2040 is so far in the future that I thought it was a tax form!
- No, because I want to know what are we going to do today. 5 years is even cool, but 2040?
- It should be focused now, not in...
- How many years is that? I'm doing the math. [facilitator: it's 25 years in the future]
- How old will I be in 2040? Will I ride a bike?
- *If we said instead, let's talk about the next 25 years, how does that compare?*
 - It's better.
 - It's more clear. I might show up for that. I care about the future of Newark, and I'll probably be here in 25 years, but – it's funny. 2040 is confusing.
- To put that into context, I was just thinking, when was *1984* written? It was like, in the 1960s or something? It was written for the deep future, 25 years from them. This is like the deep future for us.
- But it's not like a futuristic-looking flyer though. Shouldn't it have some futuristic-looking thing, like hoverboards or something?
- (33:06) This is the first flyer that I know exactly what it is [others: yes!], and it's also not like the Richmond flyer [#2]. It hits the right balance, and I think the tagline is good – 2040 moving forward. If people see that, they'll probably think it's about transportation.
- I do like the little graphics in the circles that are like the kind you see on Google maps.
- And if you want to read the plan you can go on the website is here, and it's very clear. If you're searching for more info, it's available, but it's not all right in front of your face. The clear white icons tell me what's happening, that's what I've been craving.
- It tells you what you can do right now – that's helpful.
- I like the background. Everything is very simple and clear what it's about. Moving forward is another thing for the cars or buses or whatever. 2040 is actually not that far away. I've always felt like you can start to make a difference for the future, today. So we should think about 5 years from now, or 10 years.
- *What would your pitch be to a friend to get them to care about 2040?* What you do today is going to make the future turn out better or worse. So if you decide to just not recycle today, we're going to live in a dump.
- *What would get you to a meeting about 2040?* Making it clear that my input mattered, which is I think a little ambiguous. "the issues in your community" and "our plan" suggest – but then, that's their job, to have a plan. The fact that I can leave comments today and go to a meeting later, that makes me feel like, that's good. Like it's not a done deal when I show up at the meeting. I can actually input now and have a follow up later. If there were something like this in Newark, probably someone from our family would attend. I do care about the future, but the 2040 thing I was like – maybe I would change that language. The 25 year plan, at first glance, that resonates with me a little more, just because I have a hard time thinking past 2019 at this point in terms of "this number is a year." It still feels like a really new century to me, even though I'm not that old. I think the language of a 25 year master plan or something – that resonates with me.

- I want to see something sensational. As someone mentioned, if we're going to be living in a dump - I need to see a picture of that. And then I'll be like, "oh my gosh! I need to go to this meeting."
- If I saw a car moving or flying, I would think, "oh. Interesting. The future." Otherwise I probably wouldn't go. The care - It would feel kind of fun and exciting, and playful. That would be interesting

Flyer #8

- The healthy food
- Kind bar sticks out - The brand is cool

Have you ever stopped to talk to somebody at a table or booth doing outreach? Why, when? (43:40)

- [5 people]
- We often attend the disabilities expo at the convention center. We go to see one or two things but we wander the whole thing. We stop usually when people invite us to stop, even if we weren't planning to go there, or if it has candy. And I guess we've been to a couple street fair festival type things. We usually go and have our plan for a couple things we came to do or see or eat there, but if people invite us then we stop. I would stop if someone invited me to speak about transportation.
- *What if you someone was at a grocery store or a mall or somewhere where you weren't there in the mindset of browsing looking at tables?*
 - I'm much less likely to stop because I'm in a hurry. But if they're friendly and professional – I only buy Girl Scout cookies if they're in uniform and have a good pitch, for example. If my kids are with me and they draw them in with a pencil or lollipop or something, then I'm going to stop and they can usually engage me in conversation. That's a good way to get moms to stop.
- In Military Park they do this thing in the summer where they have different vendors come out and they sell all types of things. And this one particular vendor had these toys on the table and they were bright colors like hot pink, hot purple, hot blue, and that made me stop – the colors. And also I'm like really nosy, so I want to know what's going on. And they were actually like defensive tools – they had mace holders. There was this other alarm type of toy where if someone gets near you, you press it and it starts screeching.
 - *What about a public issue?* If they approach me, it would have to be someone professional, with a good pitch. I would stop more at the market vs. on the street, or if something else was going on, like at Military Park. But if someone stops me on the street, I'm gonna keep walking – I'd start thinking "maybe I should have bought the screecher!"
- It hasn't happen to me, but I would think they were trying to sell something and I'd probably run away.
- *What if we had a table somewhere at a train station or something?*
 - Yes, if I had time

- Last year I went to two large events with hundreds tables. And if I'm interested in something I'm going to stop there. Sometimes even for a long time, since I get to choose what's interesting, and especially if they have something that draws your attention, like someone was saying, like this weird toy that seems interesting. But as long as they're well-advertised, and yes, they have to be professional, and there's something you can walk away with, like "here's a Kind bar. Thanks for stopping at the table." Or here's a pen and if you'd like to continue to the conversation, you can contact us here.

What about if they asked you to take a survey, etc? Look at the photos of kiosks. Would you be more likely to do something interactive?

- Oh yeah, that's something new.
- A lot of the tables that I stop at are like that. There's one where you had to rate your happiness on the meter, and then you get a candy bar thing. It was simple, but it was their way of interacting with us. None of these really look like they're quite interactive because they're all down on the table versus up.
- *What about this one where you can vote with stickers?*
 - That looks so weird.
- *What about voting with sticky notes?*
 - No.
 - The more people doing something, the more likely I am to go to that activity. So if there's a line, I'm like, what's happening? With the sticky notes, if like 60 people have put sticky notes up, then I think, it's not just me, others have done it so I'm going to do it.
 - If it's just one person and me, there's no way I'm going to participate, because it's a lot of pressure. The more people the merrier. And then if it's like 2-on-1 that's really stressful too. [several others in agreement].
 - I don't like crowds, so I feel the opposite way. I feel like they have enough help. Like this has enough sticky notes on it – I can go and take one off and they won't notice. And it's a sticky note versus something more permanent, like give me something to type something in.
- *What about high-tech vs. low-tech? Who prefers interacting with an iPad vs. a sticker board?*
 - [participants were split in half].
 - My take on this whole kiosk thing is, I'm thinking back to the fairs that they have in my town, and a lot of them are standalone but a couple of them are through organizations. And I was a lot more interested in the one that was talking about this island in the middle of the river that people have been talking about developing for years. It would be a cool new project to do, as opposed to a historical preservation piece where it's important, but it's also, the stuff's already there, there's nothing new. So I'm more interested in things that are new or that could be done, and if you project that, then you get people's attention.
- *Would workshop image #5 get your attention?*

- Yeah, probably. It looks like trash at first glance, but apparently it's there for a reason. My kids would gravitate towards that, it's what they do for fun anyway. So it's something that they can do, especially that's open like this. I don't like fussy stuff. So that's nice.
- There are a lot of missionary groups that come to Independence Park in the summer, and I have nothing against missionaries, but it got to be a little annoying. But they have this amazing strategy of bringing crafts and games for the kids and cornering all the parents and you're like, I can talk to you for 45 minutes because my kids are so happy and busy so I'm not going to make them leave the park now.

Who uses social media? Have you ever followed or interacted with a public agency or government group on social media?

- [all participants indicated that they use social media]
- There's a NextDoor group in the neighborhood so the city uses that now. I was at a meeting where they were discussing that and people had mixed feelings about it. I think it's great because I don't know how you'd get that information otherwise.
- I agree. I also use NextDoor. I follow Cory Booker on Twitter to see what he's up to, what he's doing. NextDoor – I use it a lot, a whole lot. That's how I found out about this.
- NextDoor and Facebook, community groups. I found out about this on NextDoor.
- *Does anyone follow NJ Transit or any transportation groups?*
 - I don't follow but I use the Where is My Bus tool.
 - That was the greatest thing that they ever came up with because I'm like, ok, I have 10 minutes until I have to leave the house.
- I have the NJ Transit app.
- I follow a few.
- I follow the White House. I'm more likely to follow a national political figure rather than a local one.

If you were interested in finding out about events or workshops in your neighborhood and were looking from a computer, where would you go?

- Maybe there's something I don't know but we think Newark has the poorest communication of any community we've ever lived in. But NextDoor has helped a lot.
- I'd look on NextDoor. I sign up for a lot of different things too and I get emails. I signed up for New Jersey Kids and they send emails about what's going on for the kids. I actually ended up going to take my son to get his pumpkin carved and these guys use power tools – it was really nice!
- I'd go to NextDoor also
- I've been just going to, especially for NJT, just going to the website and I get a lot of emails from the community group that I'm part of

- I would Google the question, and then whatever came up first
- Sort of a mix, getting emails from groups that you already know and pay attention to is good
- *What about Twitter?*
 - I'm not on Twitter
 - I just follow Cory Booker
 - I like Twitter, but I feel like I have to like plan it, because you can't get everything from Twitter. It would just be too much, you'd have too many things. You have to just pick a category that you're really interested in and tailor it.
 - I feel like Twitter's really overwhelming. I don't use it that much.
 - With the hashtags, I don't need to follow a person but if something's happening and they #NJTransit, I just click that hashtag and then now I've got all the info.

What social media do you use most?

- I still use Facebook
- I use Facebook but the NextDoor app is what I'm on all the time now to find out what's going on in the city, and they have the My Newark app too. I think you guys put it together – Rutgers Newark.
- I use Facebook to communicate with family
- I feel like the reason I stay on Facebook is for invites to things, because I feel like people use it more in a business sense in that way. Because I've had phases where I'm like, I need to get off this thing, but that's the reason I stay on it.
- I agree, I've thought about quitting Facebook but it's the best way to get information about things. We have a Newark Mommies Facebook group that's grown a lot in the last year and that's become a semi-good source of information. My family uses it like email, and I stay there for the groups.
- Living abroad, people only use Facebook. So if you talk to people internationally, it's like texting.

If someone posted a survey on Facebook about transportation 25 years in the future, would you click it?

- I don't know how I would ever see it.
- I would have to have someone I knew ask me to fill it out
- If it came through email, I would because when I'm on email I'm in work mode, like churn-through-chores mode. When I'm on Facebook it's my time for short communication. If I want to research it I'll put it on my to-do list.
- I don't get Facebook notifications on email, but NextDoor goes to my email.
- No, I'd just keep scrolling.
- On Facebook, I'm programmed not to click on anything. If I see ads or anything, I just ignore them.
- It's more like a personal thing, I interact with friends and different groups and I get information and post information. So anything else is like a distractor. But if I see something and I want to talk

about it or put my opinions out there about it, then I would go into that site. So if it was on the Wire, or somewhere, yeah.

- There's this thing that happens on Facebook where you click and then you're like, is this an advertisement? Is this a website? And then pretty soon you're in Clickland. Clicking on Facebook is a rabbit hole.
- I just keep out of my news feed anything that looks like an ad. I'll like a business if I support it and I like it, but then I immediately hide it. I want to keep my newsfeed to my friends and family. I don't want to be advertised to there.
- On the survey note, I would say that when I get into a survey, if they're not going to lay it out with those bars that say "you're this far through the survey"... I would really like to know how long I'm going to be in the survey. I want to know what I'm in for. If it's 10 minutes long, I'm much more likely to do it if I know how long it will take.
- If I see a survey about something I care about, I'll probably do it. On Facebook, I might click it. I'm a little more click-happy than some people, especially if it were through an agency.
- *But if someone you knew emailed you about it would you do it?*
 - Yeah, I'd do it then.
 - If they sent it through Facebook Messenger I'd do it.
- *How long would you spend on it?*
 - 10 minutes
 - As long as I know how long it will take. If I clicked it, I'm going to do it.
 - 5 minutes or less
 - Less than 10 minutes
 - I would do a long one if I could measure progress. If I cared about the issue, I would start it, but if I feel like I've been here forever, I'm done.
 - If there's an option to just click through and give input by checking boxes
- *Do you follow nj.com on Facebook?*
 - That's my go-to for local news
 - If people send me links for nj.com through Facebook, then I'd click on it
- *Does it matter if the survey is text-heavy or if it has pictures? Does making a survey fun change your experience?*
 - If I can do it on my phone, that's the easiest. It has to be easy to click.

Look at the Textizen surveys. Have you seen them? Would you respond? (1:07:20)

- I would text back [several in agreement]
- I would if I'm standing there anyway
- I wouldn't text that because then it's like they have your information to target you and bombard you with more stuff. I would shy away from that. I would rather just give input and then not be bombarded with more.
- I would answer the question in my head, but then I don't know if I trust them – what's going to happen?

- [facilitator answered questions about how Textizen works and the privacy policies]
- I assume everybody has all my information anyway. I don't get stressed out about that kind of thing.

Word Association

- ***Walkable***
 - Like a path, something green
 - Safety
 - It's quick
 - I walk to lots of activities
 - At first I thought you were going to say walkers, so I thought of the elderly
- ***Capital investment***
 - People giving money to develop things
 - Big business coming in and they're going to develop something for the people
 - Big business
 - I had a negative flash. I was like "ooh.."
 - I don't have anything against big business, so it's not negative to me
 - Sounds like something Capital One might pitch
- ***Livable***
 - I don't like that term. I think it refers to like suburban paradise which I don't think is very paradise-y
 - I have a different view. That sounds like safety to me – comfortable, inviting
 - I don't like it
 - It sounds positive to me. It sounds like apartments, something that might be eco-friendly.
 - I was thinking like it was not livable and then you just creaked over the line and now it's livable
- ***Regional planning***
 - It's important to associate community, input of ideas
 - It sounds like someone's job title, planning around the neighborhood and what the best thing is for the community
 - Planning for the region – I don't know
 - A group of people working together on something big that's going to benefit a lot of different people
 - I think the bigger the area being planned for, the worse the outcome. So for regional plan, I think: nope.
- ***Sustainable***
 - Big thumbs up
 - It's gonna rise

- Very important
- Back to the “livable” apartments that are eco-friendly
- I think about a buzzword. I’m always like, “let’s throw ‘sustainable’ into this.” But it’s positive.
- **Public meeting**
 - Pretty neutral. I’d have to care
 - I don’t like that one. People are gonna argue. Nobody’s going to get any work done because everybody’s disagreeing
 - It won’t go anywhere
 - It sounds like something serious, mandatory, that you just gotta do it
 - A speaker holding the microphone, lots of people
- **Workshop**
 - That sounds better
 - Better word
 - I kind of have a tinge of social anxiety with workshops though. I feel like I would like it once I was in it, it’s a nice word, but I feel like, “how much am I gonna have to talk to you?”

Have you heard of the NJTPA?

- No [several]
- The abbreviation sounds familiar
- If I just saw the acronym would assume the T was for turnpike
- *What do you assume they do?*
 - Same as regional planning – too big. North Jersey is a big area; I don’t care about their plans. I would never go to a meeting if it were about North Jersey – no way. Because I think Newark has nothing to do with North Jersey.
 - I agree [several]
 - I’m trying to conceptualize what they’re planning. Is it the buses? Is it the train?
- [moderator explained how NJTPA works]

What’s your advice to NJTPA as an urban millennial?

- I think things work so much better when there are smaller connections. So, I like you, and if you tell me there’s this forum, and then you talk to this guy, then it gets up to them. So if we had local spokespeople who were organizing in their local communities, then I would be all about it.
- They definitely need to engage from every angle that they could. I’m thinking also of the high schools, even though they’re not in the age bracket now, but seeing as we’re talking about 2045, they will be, and they are taking public transit constantly back and forth to school. They should have something official to send out information by letters or posters or information on the campus so people can engage as they walk by. They could even have cool pens or something so people will think, NJTPA? What is that?

- Using social media to be heard, and talking to people, on the streets or surveys or on the train
- *How can they reach you through social media?*
 - Go more local. Find the NextDoor groups.
 - What if The high schoolers recently did a logo contest? I have a high schooler, so I know what's going on, and they could create a logo for 2045.
- I think your point is interesting which speaks to my biggest concern which is that North Jersey refers to the suburbs. When I think North Jersey, I think everything except Newark. And Hudson County is like a totally different entity. So I think in the suburbs the high schoolers aren't using public transportation. And that's a demographic that really matters in the city and doesn't matter in the suburbs. So if you're going to call it North Jersey you need to communicate that Newark matters. So getting as local as possible – I like your idea of someone in the city who is hearing our concerns, who speaks the same language and understands our unique situation.
- I also agree with taking it to a local level, and groups like this kind of engage people and get their opinion and understand what their experiences are. I think that would help a whole lot. But I probably still won't follow them after this meeting.
- *How much would it matter that the person sitting in front of you is in your age group?*
 - Yeah, we connected in like 2 hours.
 - Yeah, it helps a lot
 - If the person's engaging and it's a fun atmosphere it doesn't matter their age.
 - At first I thought this was a graduate research project for some reason so it didn't matter that I didn't think you were professionals. Although you do seem professional.
- *How much did it matter that we were from Rutgers as opposed to a consulting firm?*
 - A lot
 - A lot, I feel like Rutgers is always doing cool stuff.
 - If it had been a consulting firm we'd never heard of, it might have seem a little sketchy.
 - I had no idea you were from Rutgers actually.

Demographic Survey Results - Urban Millennials





