

# RUTGERS

Edward J. Bloustein School  
of Planning and Public Policy



# Survey of Rutgers Community & New Brunswick Residents

# 2016



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## **THE ALAN M. VOORHEES TRANSPORTATION CENTER**

The Alan M. Voorhees Transportation Center (VTC) is a national leader in the research and development of innovative transportation policy. Located within the Edward J. Bloustein School of Planning and Public Policy at Rutgers University, VTC has the full array of resources from a major research university on transportation issues of regional and national significance.

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## TABLE OF CONTENTS

The Alan M. Voorhees Transportation Center .....	1
Acknowledgements .....	1
Table of Contents .....	2
List of Figures.....	3
List of Tables .....	4
Executive Summary .....	5
Introduction.....	7
Methodology .....	8
Rutgers University Faculty, Staff, and Student Surveys .....	8
New Brunswick Black and Hispanic Focus Groups .....	9
Data Analysis and Results .....	10
Rutgers University Faculty, Staff and Student Surveys .....	10
The Nature of the Surveys .....	10
Demographic Characteristics of Survey Respondents.....	10
Participation at the New Brunswick Ciclovía.....	18
Event Outreach.....	27
New Brunswick Ciclovía Activities .....	31
Black and Hispanic Focus Groups .....	34
Hispanic Focus Group .....	34
Black Focus Group .....	37
Recommendations.....	41
1. Outreach and Information Dissemination.....	41
2. Activities .....	44
3. Event Management .....	45
CONCLUSION .....	48

## LIST OF FIGURES

Figure 1: Age ranges of faculty, staff, and student survey respondents.....	11
Figure 2: Faculty and staff survey respondents' annual household income (2015).....	12
Figure 3: Country of origin of all student, faculty, and staff survey respondents.....	13
Figure 4: Place of residency of student survey respondents while at Rutgers-New Brunswick. ....	14
Figure 5: Place of residency of staff and faculty survey respondents.....	15
Figure 6: Frequency with which survey respondents go to downtown New Brunswick. ....	16
Figure 7: Reasons why student, faculty, and staff survey respondents visit downtown New Brunswick. ....	17
Figure 8: Percentage of survey respondents who have attended the New Brunswick Ciclovía. ....	18
Figure 9: Number of New Brunswick Ciclovías survey respondents have attended.....	19
Figure 10: Whether survey respondents felt the Ciclovía was intended for them. ....	20
Figure 11: Sections of the New Brunswick Ciclovía route survey respondents used if they attended in the past. ....	20
Figure 12: Map showing sections of the Ciclovía Route: College Avenue (yellow), Downtown (purple), Joyce Kilmer Avenue (red), and Douglass Campus/Commercial Avenue (blue). ....	21
Figure 13: Who attended the Ciclovía with survey respondents. ....	22
Figure 14: Why staff and faculty survey respondents have not attended the New Brunswick Ciclovía if they have not attended one in the past. ....	23
Figure 15: Why student survey respondents have not attended the New Brunswick Ciclovía if they have not attended one in the past. ....	23
Figure 16: Actions that would make student survey respondents who have not attended a New Brunswick Ciclovía in the past want to attend one in the future. ....	24
Figure 17: Actions that would make faculty and staff survey respondents who have not attended a New Brunswick Ciclovía in the past want to attend one in the future. ....	25
Figure 18: How survey respondents heard about the New Brunswick Ciclovía if they attended in the past. ....	27
Figure 19: Survey respondent views on the effectiveness of New Brunswick Ciclovía marketing. ....	28
Figure 20: Sources of information about upcoming events for all survey respondents. ....	29
Figure 21: Interest by survey respondents in attending future New Brunswick Ciclovías if they have not attended in the past. ....	30
Figure 22: Length of time survey respondents spent at the New Brunswick Ciclovía if they have attended in the past. ....	31
Figure 23: Activities survey respondents participated in at the New Brunswick Ciclovía if they have attended in the past. ....	32
Figure 24: Activities survey respondents would like to participate in at the New Brunswick Ciclovía if they have not attended in the past. ....	33

## **LIST OF TABLES**

Table 1: Survey respondents' affiliation with Rutgers University. ....	10
Table 2: Sex of faculty, staff, and student survey respondents. ....	11
Table 3: Race/ethnicity of faculty, staff, and student survey respondents.....	12
Table 4: Demographic characteristics of Hispanic focus group participants. ....	35
Table 5: Demographic characteristics of Black focus group participants.....	38

## EXECUTIVE SUMMARY

The New Brunswick Ciclovía is held several times a year in New Brunswick, New Jersey, and while the event has proven successful, attendance by Rutgers University faculty, staff, and students has been lower than expected. To further understand why, and to develop strategies to increase attendance by Rutgers University faculty, staff, and students, the Alan M. Voorhees Transportation Center (VTC) undertook a study to develop strategies to increase attendance at and involvement in planning the Ciclovía. The study consisted of two surveys and two focus groups. VTC distributed online surveys to Rutgers University faculty, staff, and students who work or study on the New Brunswick, New Jersey campus (herein referred to as “Rutgers-New Brunswick”). The objective was to understand the extent to which they have attended the New Brunswick Ciclovía, why those who have not attended have not done so, and what would make them want to attend future Ciclovías. Additionally, VTC conducted two focus groups with New Brunswick residents: one with only Hispanic participants and one with only Black participants. During the focus groups, all participants were asked about their familiarity with the Ciclovía, their reasons for attending or not attending, their perceptions on the outreach effort, and their opinions on the activities offered along the route. Using this information, the project team developed recommendations on changes to marketing strategies, outreach and information dissemination, event planning, and activity offerings to improve attendance at and involvement in the New Brunswick Ciclovía by the Rutgers-New Brunswick community and New Brunswick residents.

VTC distributed two online surveys to the Rutgers-New Brunswick community: one for faculty and staff and one for students. Both contained three types of questions. First, the surveys asked introductory questions that determined whether respondents had ever been to a New Brunswick Ciclovía. Second, for those who had been to the New Brunswick Ciclovía, the surveys asked about their experience. For those who had not been to a New Brunswick Ciclovía, the survey asked why they had not and what would encourage them to attend a future New Brunswick Ciclovía. Finally, the survey asked questions for all respondents about which activities they would like to participate in at the Ciclovía, where they receive information about local events, and their demographic characteristics.

Faculty, students, and staff from 15 Rutgers-New Brunswick colleges and schools completed the two surveys, with 1,632 student and 215 faculty and staff responses. Ninety-two percent of students and eighty-five percent of faculty and staff had never been to the New Brunswick Ciclovía. Of those who had previously attended, most (80% of students and 65% of faculty and staff) had never been on the residential section of the route, Joyce Kilmer Avenue. The biggest barrier to attending was either not knowing about the event or being unsure what it was about (73% of students and 60% of faculty and staff). However, most (54% of students and 51% of faculty and staff) were either very interested or somewhat interested in attending the New Brunswick Ciclovía. Unsurprisingly, both students and faculty and staff said that more information would be the most effective change to prompt them to attend in the future (31% and 23%, respectively). Among all survey respondents, students were primarily interested in competitive activities with opportunities for winning prizes, food vendors, participation by student organizations, and cultural activities. Faculty and staff were primarily interested in family activities and cultural activities.

Seven Black residents and nine Hispanic residents participated in the two focus groups. The goals of the focus groups were to discover how effective New Brunswick Ciclovía outreach had been, discuss ways to improve information dissemination, and to collect suggestions on ways to improve the Ciclovía. Ten of the 16 total participants had attended the New Brunswick Ciclovía. Like the survey respondents, barriers included lack of information; most also did not know that the route crossed Albany Street and continued through Rutgers. Other barriers included working during Ciclovía and difficulty getting transportation on

weekends. The focus group participants were primarily interested in family activities and low-intensity senior activities. They also wanted the Ciclovía to extend its hours into late afternoon or early evening.

Recommendations to attract Rutgers students, faculty, and staff to the New Brunswick Ciclovía fall into three categories: 1) outreach and information dissemination, 2) activities, and 3) event management. Outreach and information dissemination should focus targeted advertisements to outlets that Rutgers faculty, staff, and students are likely to see, such as Rutgers official communications, social media, and emails and social media resources of partner organizations within Rutgers. Secondly, activities should include those that survey respondents and focus group participants expressed interest in, such as competitions and family-oriented activities. Rutgers student organizations should be involved whenever possible. Interested faculty, staff, and students should be involved in the planning and organization of the New Brunswick Ciclovía. Finally, the New Brunswick Ciclovía Advisory Committee should add route wayfinding to clarify where the route ends and where activities are located.

The New Brunswick Ciclovía has struggled to attract Rutgers University staff, faculty, and students. The results of this study show that there is latent demand however, for the Ciclovía within this community. With targeted advertising efforts, involvement of Rutgers individuals and organizations from the beginning of the planning stage through to implementation, expansion of organized activities, and improved management and communication on the day of the event, the New Brunswick Ciclovía can attract more Rutgers University attendees.

## INTRODUCTION

Around the country, organizers of Ciclovías or Open Streets events have formed collaborative efforts to engage local stakeholders in the planning process. Open Streets Minneapolis, in Minnesota, has formed a strong partnership with the University of Minnesota to organize one of their routes in conjunction with campus officials and student groups. Similarly, the Los Angeles CicLAvia partners with university personnel as some of their large events have passed by the University of Southern California.

New Brunswick Tomorrow, the host of the New Brunswick Ciclovía, commissioned the Alan M. Voorhees Transportation Center (VTC) at Rutgers University to conduct a study to investigate ways to increase participation in the planning of the New Brunswick Ciclovía and attendance at the event. The primary focus of the project, the first of its kind in the nation (to our knowledge) was to investigate ways to increase attendance by the Rutgers University community on the New Brunswick, New Jersey campus (referred herein as “Rutgers-New Brunswick”).

Rutgers-New Brunswick students, faculty, and staff have not attended the event in the numbers expected by organizers. Therefore, the key goals were to benchmark the level of participation by students, faculty, and staff; learn why those who have not attended have not done so; measure the level of awareness of the event; and discover the best ways to engage the Rutgers community in the future. VTC used their responses to develop recommendations on changes to marketing strategies, outreach and information dissemination, event planning, and activity offerings to improve attendance by the Rutgers community.

The secondary purpose of the study was to explore barriers to attendance and develop recommendations from New Brunswick residents’ feedback. Attracting low-income minorities who are representative of the cities in which the Ciclovía events take place has been a challenge to organizers. Many times, the participants of Open Streets events do not match the demographics of their host communities. Yet, because low-income and disadvantaged communities are prone to greater health disparities, organizers of the events are increasingly more aware of the needs to reformulate strategies to ensure that events are inclusive of all local city residents.

To that end, VTC held two focus groups in New Brunswick, one for Black residents, and one for Hispanic residents. The project team sought to understand how effective the event’s outreach and advertising efforts have been, develop methods of improving information dissemination and outreach, and to discover which activities at the Ciclovía would make the focus group participants want to attend the New Brunswick Ciclovía in the future.

This report consists of five sections. Following the introduction is the methodology, which describes the process the project team went through to set up the surveys and focus groups. The results section follows, discussing the responses received from the surveys and the comments from the focus group participants. The fourth section is the recommendations, which details the challenges and suggestions elicited from the survey respondents and focus group participants, as well as strategies to address them. Finally, the conclusion explores next steps for the New Brunswick Ciclovía organizing team based on this study.



## **METHODOLOGY**

### **Rutgers University Faculty, Staff, and Student Surveys**

This section describes the methodology used to conduct a survey of Rutgers University faculty, staff, and students at the New Brunswick, New Jersey campus. The project team chose an online survey as the data collection instrument in order to collect as many responses as possible from the Rutgers community. The Rutgers community is geographically dispersed throughout five campuses in New Brunswick and Piscataway (College Avenue, Cook Campus, Douglass Campus, Busch Campus, and Livingston Campus) and one where many students, faculty, and staff live off campus in New Brunswick or in neighboring Highland Park.

VTC created and distributed two surveys, one for students, and one for faculty and staff. Both surveys asked different questions of those who had attended a New Brunswick Ciclovía in the past and those who had never attended one. This enabled VTC to tailor questions to each type of respondent and provide a rich profile of the different demographic characteristics, interests, challenges, and strategies unique to participants and non-participants.

The project team initially selected survey questions from a 2013 survey of New Brunswick Ciclovía general participants. Other questions were then added that were specific to Rutgers students, faculty, and staff. Both the faculty and staff and student surveys were divided into three sections. The first contained introductory questions that determined whether respondents had ever been to the New Brunswick Ciclovía. The second consisted of questions for those who had been to New Brunswick Ciclovía and for those who had not. Finally, the third section contained questions for all respondents about the activities they regularly participate in, where they get information about local activities and events, and their demographic characteristics.

Because there was no centralized method that the project team could use to distribute the survey to all students, faculty, and staff at Rutgers-New Brunswick, VTC devised several distribution methods. The main method was through mailing lists of individual Rutgers-New Brunswick colleges and schools. Rutgers University policy requires that prior to sending mass emails, permission must be acquired from each Rutgers school or college dean. VTC contacted the deans of eighteen Rutgers-New Brunswick colleges and schools to ask permission to send the survey via their communications departments to their faculty, staff, and students. Fifteen deans agreed to allow distribution of the survey.

Upon receiving permission, VTC asked the communications department from each school to send the survey link to their students, faculty, and staff, beginning February 10, 2016. Eight schools sent the survey via email. VTC sent a reminder February 18, 2016. In addition, VTC sent the faculty and staff survey via the Rutgers Faculty and Staff Bulletin, which all Rutgers-New Brunswick employees receive once a week in their inboxes, throughout February 2016. Rutgers also operates a mass-mailing system, RAMS (Rutgers Automated Mass-mailing System), which contains student mailing lists for several schools and colleges. While a limited number of mailing lists were available, VTC used those available to distribute additional student surveys.

In order to reach students who are part of schools that declined to distribute the survey, the research team sought out additional channels of communication. The team contacted the editors of various newsletters and programs, including the Honors College newsletter, the off-campus interest group, and Rutgers Today. Additionally, Residence Life sent the survey link to every student currently living in a Rutgers dorm. VTC closed the survey on March 15, 2016. The project team collected 1,847 surveys, of which 1,632 were from students and 215 were from faculty and staff.

## **New Brunswick Black and Hispanic Focus Groups**

VTC conducted separate (one each) focus groups with Black and Hispanic residents of New Brunswick. New Brunswick Tomorrow and the City of New Brunswick (Keith Jones) organized and recruited focus group participants. Participants were asked about their familiarity with the New Brunswick Ciclovía, their reasons for attending or not attending, their perceptions on the outreach and advertising efforts for past Ciclovías, and their opinions on the activities offered along the route.

The Hispanic focus group was conducted in Spanish and was designed to understand the opinions of New Brunswick's large Hispanic population. It was held on Thursday, March 10, 2016 at the Puerto Rican Action Board (PRAB) preschool facility, which is located half a block off the Ciclovía route in the heart of the Hispanic community.

The Black focus group was conducted in English and was designed to understand the opinions of New Brunswick's Black population regarding the New Brunswick Ciclovía. That focus group was held on Monday, March 22, 2016 at the Edward J. Bloustein School of Planning and Public Policy at Rutgers University, located in downtown New Brunswick, not far from the Ciclovía route.

Prior to the start of each focus group, participants signed consent forms, which explained the purpose of the project and their rights as research subjects, the structure of the focus group, and were informed that their answers were being recorded for note-taking purposes. Additionally, participants completed an anonymous questionnaire about their demographic characteristics and travel behavior. During the focus group, VTC asked 39 discussion questions, ranging from which activities participants participated in at Ciclovía, their views on the effectiveness of the event's marketing and outreach efforts, and actions that they would like to see taken to improve the Ciclovía. Each participant received compensation for his or her participation. Participants were given the contact information of the project's principal investigator in case they wanted to provide additional feedback. VTC did not receive feedback after the focus groups were held.

## DATA ANALYSIS AND RESULTS

### Rutgers University Faculty, Staff and Student Surveys

#### The Nature of the Surveys

All survey respondents were pre-screened prior to receiving the survey, either as students or as faculty and staff. There were minor differences between the two surveys to account for their different experiences at Rutgers. Both surveys began by asking respondents if they had previously attended the New Brunswick Ciclovía. Depending on the response given, participants were shown only questions relevant to their familiarity or lack of familiarity with the event.

#### Demographic Characteristics of Survey Respondents

This part of the Results section focuses on the demographics of participants who took the online survey, including their age, income, sex, and affiliation with the University. The survey also asked respondents about their familiarity with downtown New Brunswick. Both groups of respondents received the same set of demographics questions.

##### *Affiliation with Rutgers University*

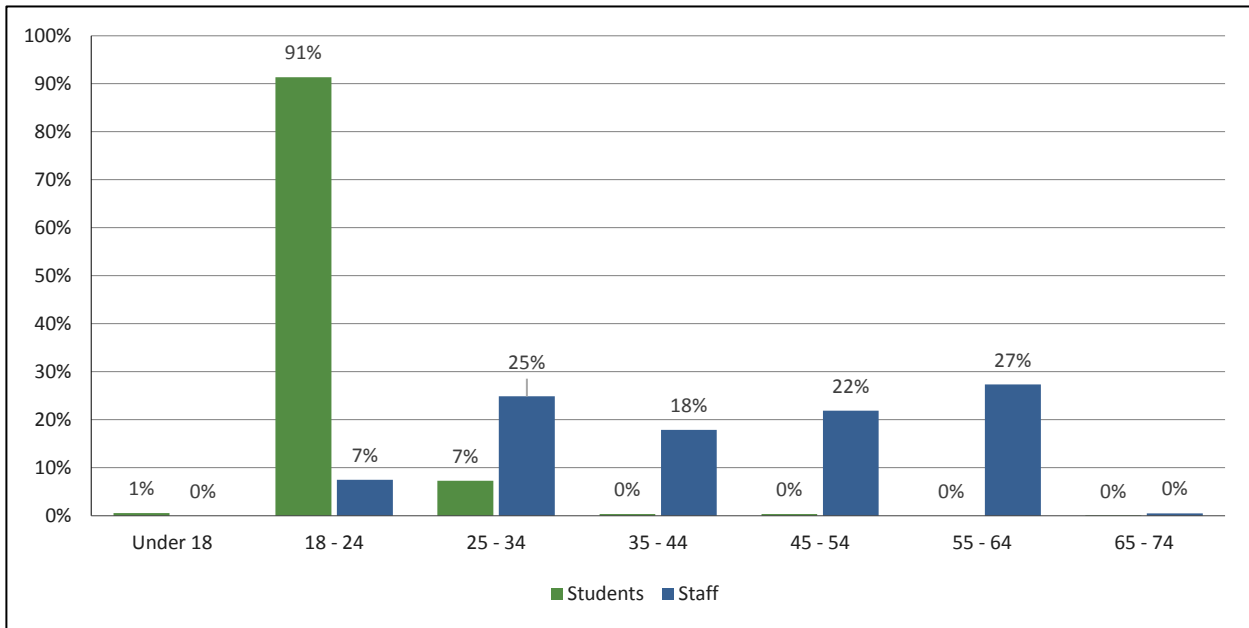
As shown in Table 1, the majority (72%) of all the survey respondents were undergraduate students, followed by 11 percent that identified as graduate students, and 17 percent who identified as faculty or staff. By comparison, 64 percent of Rutgers-New Brunswick's current population are undergraduates, 17 percent are graduate students, and 15 percent are faculty or staff. This shows that a higher proportion of undergraduates and lower proportion of graduate students responded to the survey than the University as a whole. The percentage of faculty and staff that responded to the survey and those at Rutgers University as a whole are approximately the same.

**Table 1: Survey respondents' affiliation with Rutgers University.**

	Number	Percent
Undergraduate Students	1,108	72%
Graduate Students	164	11%
Faculty or Staff	264	17%
<b>Total</b>	<b>1,536</b>	<b>100%</b>

##### *Age*

As shown in Figure 1, the overwhelming majority of students (91%) were within the 18-24 age group, with an additional seven percent between the age of 25 and 34 years old. Conversely, faculty and staff respondents occupied a wider range of age groups. Twenty-seven percent of faculty and staff respondents were between the ages of 55-64, 25 percent between 25 and 34, 22 percent between ages 45-54, and 18 percent between ages 35-44.



**Figure 1: Age ranges of faculty, staff, and student survey respondents.**

### Sex

The majority of the survey respondents were females. As shown in Table 2, 67 percent of faculty and staff identified as female and 32 percent as male. Similarly, 66 percent of students identified as female and 34 percent as male. (The totals do not add to 100% due to rounding.) By comparison, 53 percent of Rutgers-New Brunswick faculty and staff are female and 47 percent are male, while 49 percent of students are female and 50 percent are male. This shows that a higher proportion of females and lower proportion of males responded to the survey than the University as a whole.

**Table 2: Sex of faculty, staff, and student survey respondents.**

	Male	Female	Other
Students	34%	66%	1%
Faculty and Staff	32%	67%	0%

### Race and Ethnicity

Both surveys asked respondents to identify their race and ethnicity. As shown in Table 3, the majority of faculty and staff respondents identified as White, followed by 7 percent that identified as Asian, 7 percent Black, and 6 percent White Hispanic. The faculty and staff respondents are representative of the racial proportions of faculty and staff at Rutgers-New Brunswick as a whole, where 61 percent are White, 11 percent are Black, and 9 percent each are Hispanic and White.

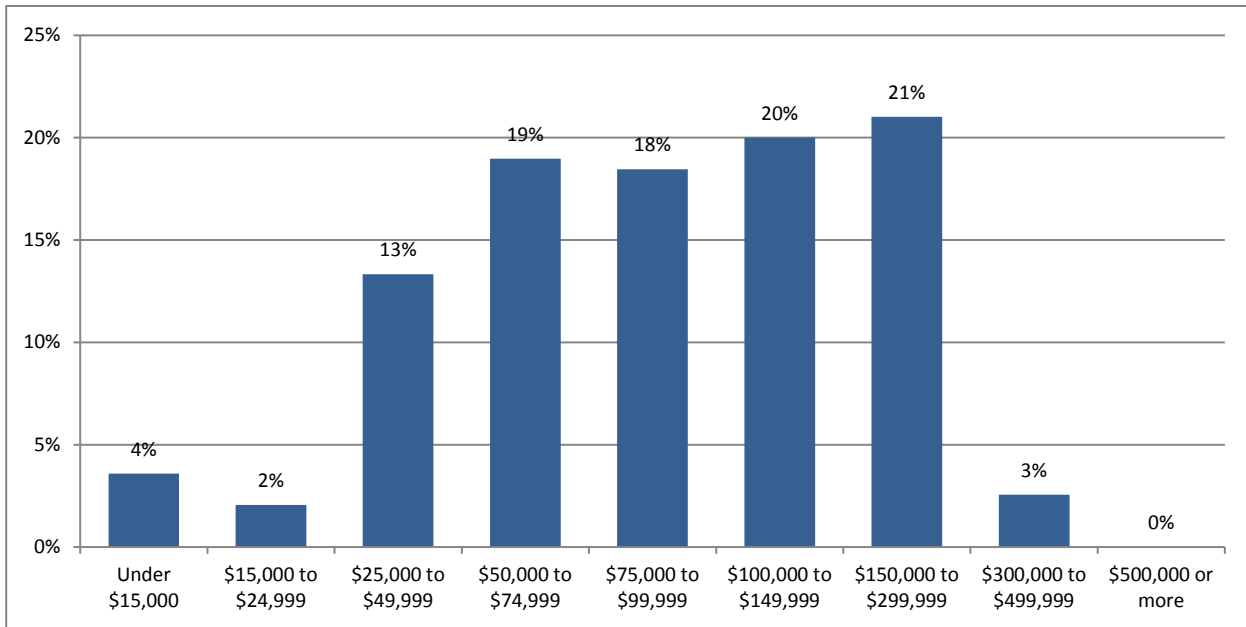
Conversely, less than half of the students identified as White (37%), with another 37 percent identifying as Asian, followed by 7 percent Black and 7 percent White Hispanic. Among the general student body at Rutgers-New Brunswick, 42 percent are White, 25 percent are Asian, 13 percent are Hispanic, and 7 percent are Black.

**Table 3: Race/ethnicity of faculty, staff, and student survey respondents.**

	White, not Hispanic	Asian, not Hispanic	Black, not Hispanic	White Hispanic	Black Hispanic	Asian Hispanic	Native American	Other	Prefer not to answer
Students	37%	37%	7%	7%	1%	1%	0%	5%	4%
Faculty and Staff	68%	7%	7%	6%	2%	0%	0%	3%	7%

*Annual Household Income*

All respondents were asked to report their approximate 2015 household income. While student data were collected, the data are not included here because it does not accurately reflect disposable income due to the possibility that a large percentage of family members may pay for student expenses. Figure 2 includes the 2015 household income of survey respondents that identified as faculty and staff. As shown, the majority of faculty and staff reported earning between \$150,000 to \$299,999 for year 2015, followed closely by 20 percent earning \$100,000 to \$149,999, and 18 percent earning \$75,000 to \$99,000. It is important to note that an overwhelming majority (62%) reported earning more than New Jersey’s median household income of \$72,062, with approximately one-third earning less.



**Figure 2: Faculty and staff survey respondents' annual household income (2015).**

## Country of Origin

All survey respondents were asked to identify their country of origin. As shown in Figure 3, respondents, regardless of affiliation to Rutgers, reported having come from all over the world. Among students, 77 percent identified the United States as their country of origin, and 23 percent reported coming from outside the United States. The most common countries of origin outside of the United States were India (6%), China (5%), and South Korea (2%). In terms of faculty and staff, 89 percent came from the United States, followed by one percent each from India, Colombia, and the United Kingdom.

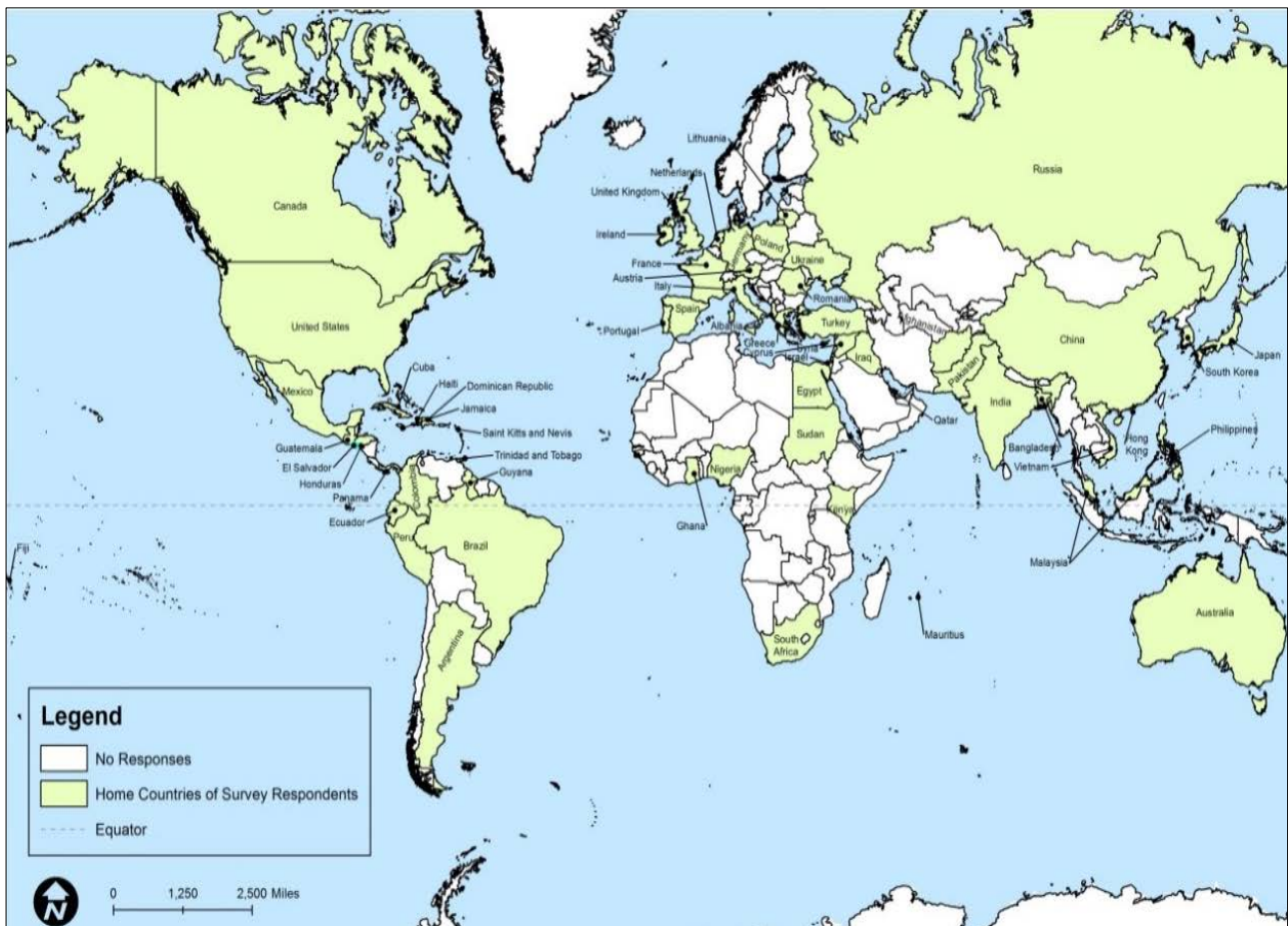


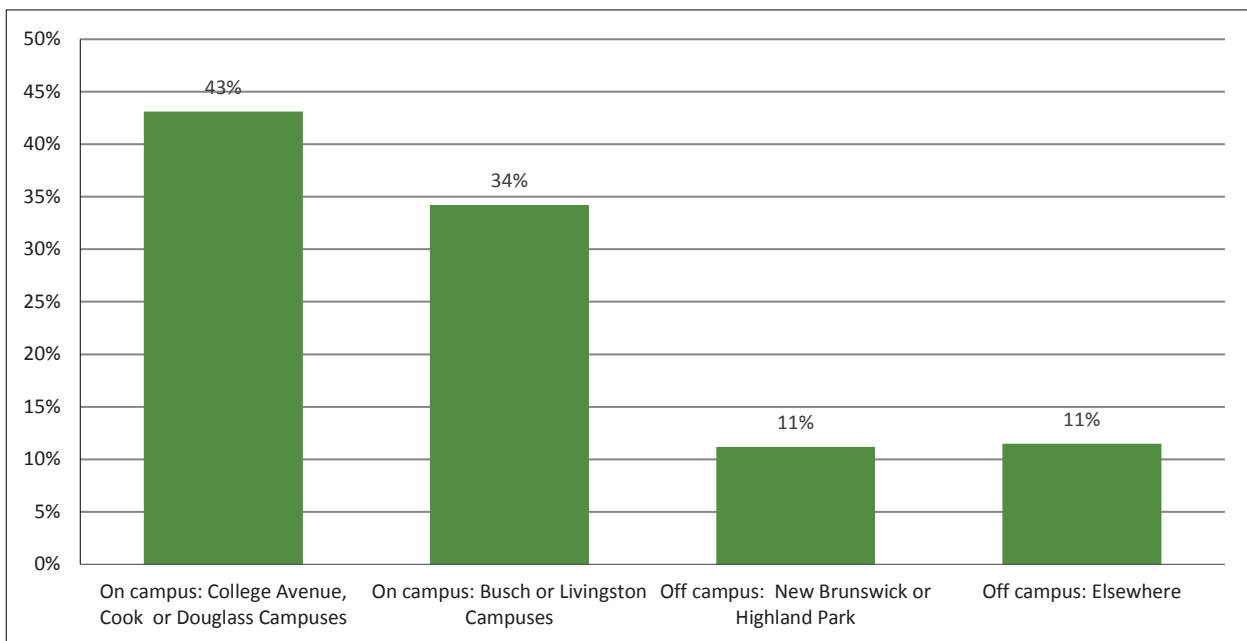
Figure 3: Country of origin of all student, faculty, and staff survey respondents

### Place of Residency

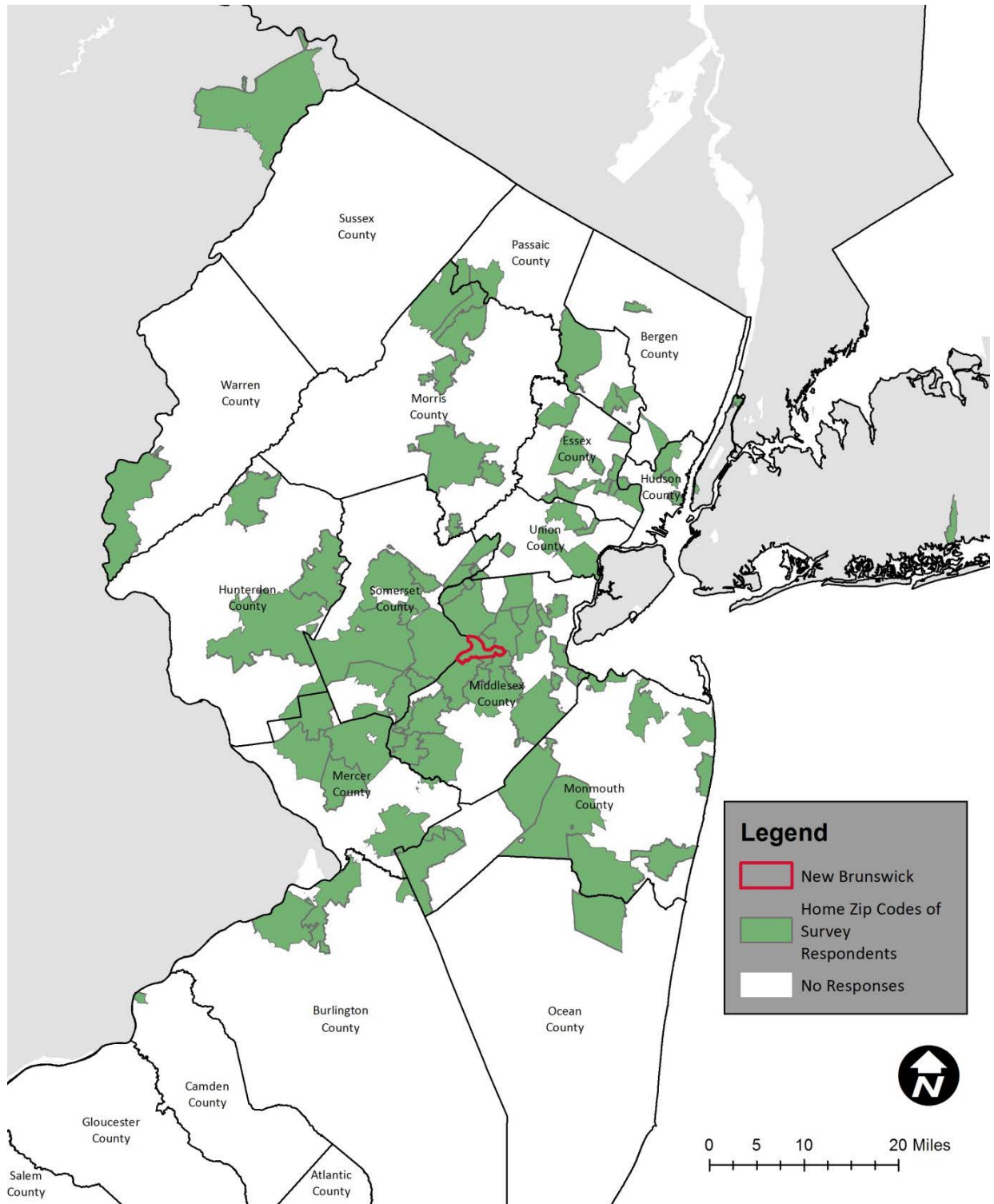
The survey asked all respondents to identify their place of residence. Faculty and staff reported their place of residence by zip code, and students by selecting which campus they resided on from a predetermined list of four options: On campus: College Avenue, Cook, or Douglass Campuses; On campus: Busch or Livingston Campuses; Off campus: New Brunswick or Highland Park; and Off campus: Elsewhere (Figure 4).

The majority of students (77%) lived on campus or within the Greater New Brunswick community as a whole, whereas faculty and staff, as expected, commuted from all over New Jersey and from neighboring states such as Pennsylvania and New York (see Figure 5). The largest proportion of students residing on campus in New Brunswick lived on the campuses of College Avenue, Cook, or Douglass (43%), with another one-third residing on Busch and Livingston Campuses (34%). A sizable minority of students (22%) also reported living off-campus, evenly split between New Brunswick and/or Highland Park and elsewhere.

Faculty and staff entered their home zip codes to indicate their place of residency. Figure 5 shows the distribution of faculty and staff home zip codes throughout the state, as reported. While the majority lived outside of the Greater New Brunswick area, twenty percent did report living within walking distance (Highland Park and New Brunswick) of most Rutgers-New Brunswick campuses and administrative facilities.



**Figure 4: Place of residency of student survey respondents while at Rutgers-New Brunswick.**

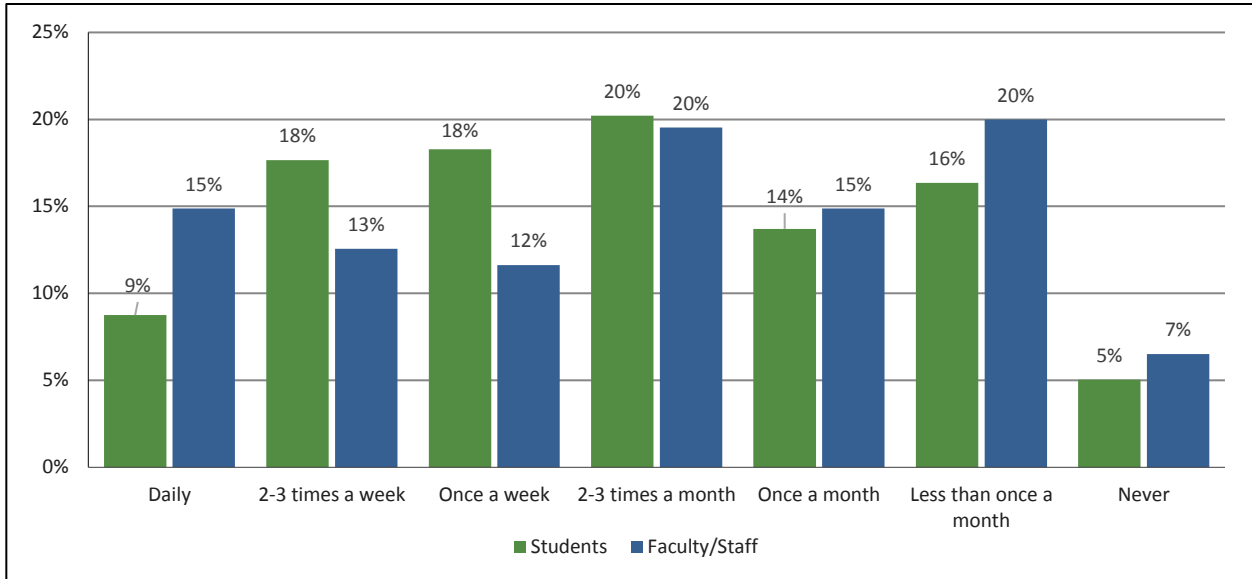


**Figure 5: Place of residency of staff and faculty survey respondents.**



*Frequency with which Respondents go to Downtown New Brunswick*

All respondents were to identify how often they visited downtown New Brunswick, ranging from daily to never. Because most of the advertising for Ciclovía has been located downtown, including the banner over George Street and posters in the windows of local businesses, the purpose of this question was to measure how many members of the Rutgers community had the opportunity to see these advertisements.



**Figure 6: Frequency with which survey respondents go to downtown New Brunswick.**

As shown in Figure 6, the largest proportion of both faculty and staff and students visit downtown New Brunswick 2-3 times a month, with an additional eighteen percent of faculty and staff also reporting visiting less than once a month. By comparison, a smaller proportion of students reported “never” visiting downtown than faculty and staff, 5 percent versus 7 percent respectively.

These results show that over one-third of students visit downtown once a month or less. This indicates that the advertising could be expanded beyond downtown, and that advertisements placed downtown need to be present for a longer period to reach those who visit only occasionally.

It is important to note that students, faculty, and staff who previously attended the New Brunswick Ciclovía were almost twice as likely to visit downtown New Brunswick multiple times a week than those who never attended. On the other hand, those who visited downtown less than once a month were twice as likely to have never attended Ciclovía. This indicates that there is a relationship between visiting downtown regularly and attending Ciclovía, although it is not clear if the reason was due to added exposure to the advertisements, or simply being predisposed to being downtown on a weekend.

### Reasons Why Respondents go to Downtown New Brunswick

As shown in Figure 7, the majority of all survey respondents reported visiting downtown to dine at the local restaurants, followed by a sizable minority that reported visiting to run errands and utilize public transit. By comparison, a higher proportion of faculty and staff visited downtown to patronize restaurants, attend artistic and cultural events, and for “other” reasons than students. On the other hand, a higher proportion of students did so to run errands, take public transit, attend class, and visit friends and family than faculty and staff.

All survey respondents were given an option to write in their own reason(s) for visiting downtown New Brunswick. Faculty and staff primarily wrote that working downtown, attending a meeting, or living downtown were the reasons why they visited, whereas students cited work/internships, shopping, and living downtown as their primary reasons.

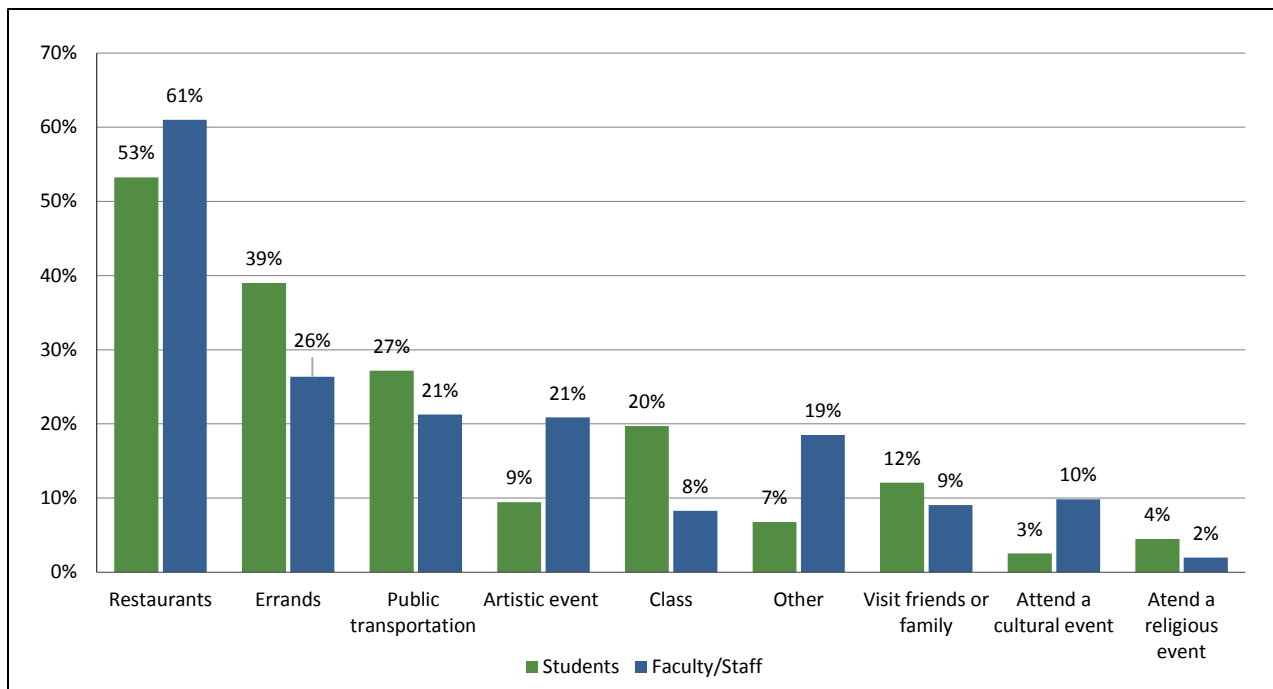


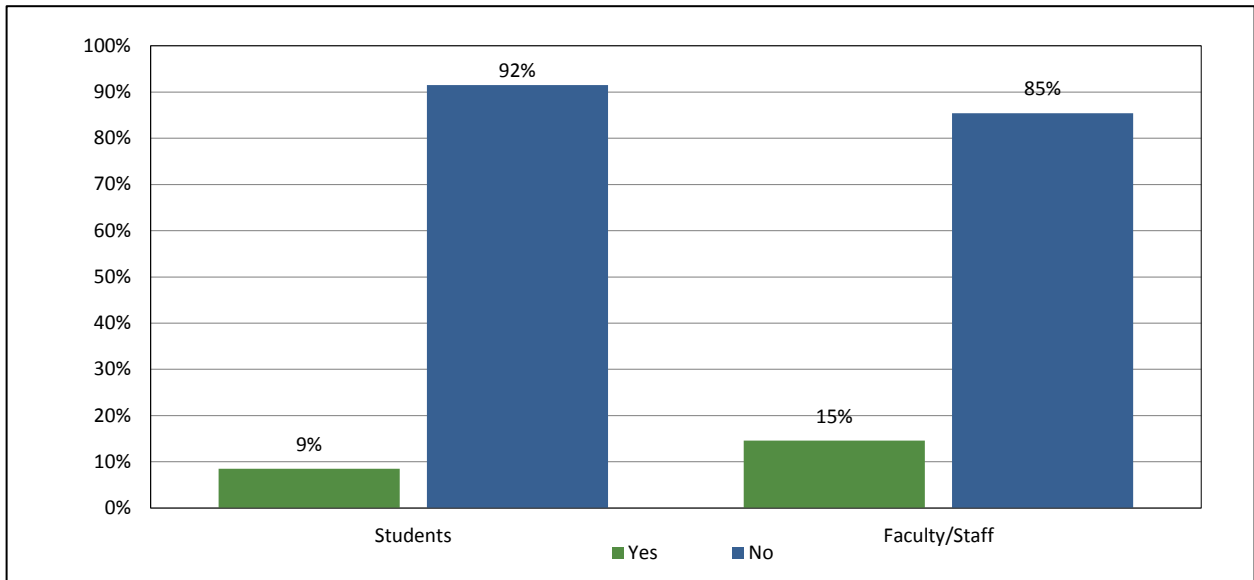
Figure 7: Reasons why student, faculty, and staff survey respondents visit downtown New Brunswick.

## Participation at the New Brunswick Ciclovía

This part of the Results section focuses on the participation, or lack of participation, by all student, faculty, and staff survey respondents. Those who attended one of the previous New Brunswick Ciclovías were asked a number of questions, including how many times they had attended the Ciclovía, which sections of the Ciclovía route they had used, with whom they attended, and what would make them want to go again. Non-attendees were also asked to state why they had never attended the New Brunswick Ciclovía and what would get them to go in the future.

### *New Brunswick Ciclovía Attendees*

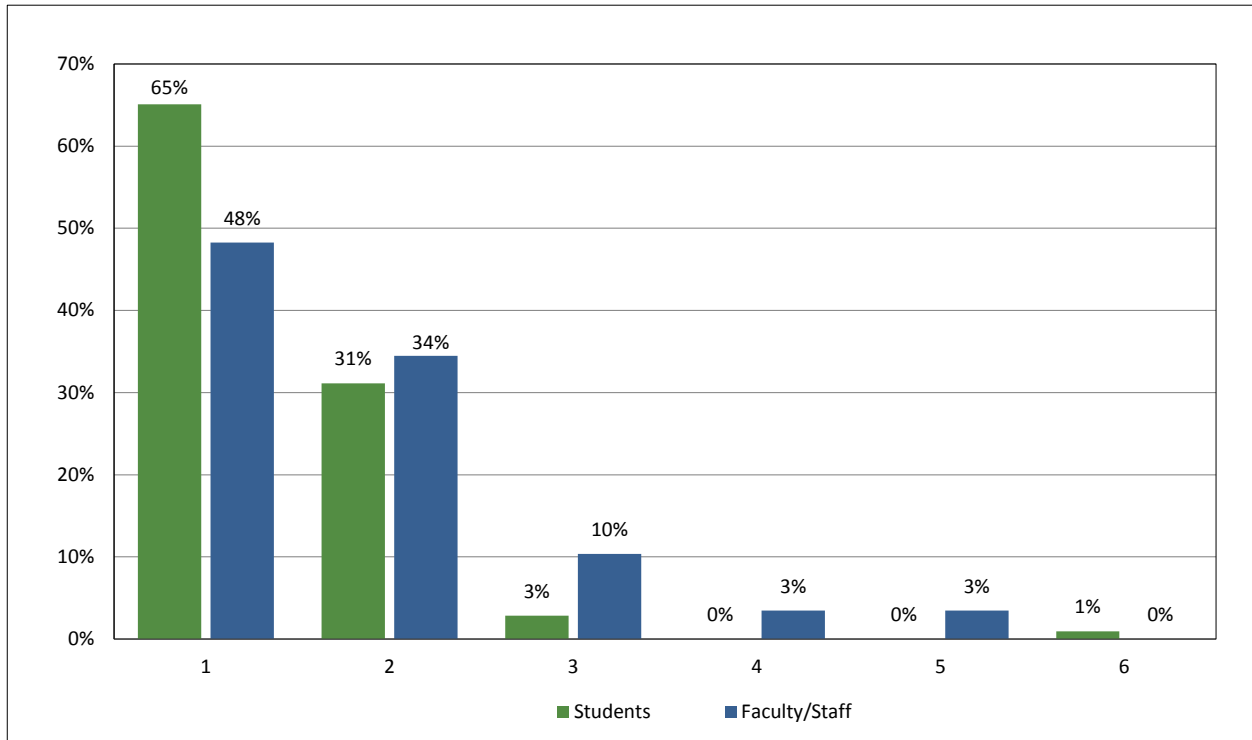
Both surveys began with a brief description of the New Brunswick Ciclovía, along with a five-minute video of the event. All survey respondents could choose whether to view the video to familiarize themselves with the New Brunswick Ciclovía and Ciclovías in general. From there, all respondents could confidently state whether they had attended the New Brunswick Ciclovía. As shown in Figure 8, an overwhelming majority of students, faculty, and staff reported never having attended the New Brunswick Ciclovía. By comparison, 92 percent of students have never attended the Ciclovía versus 85 percent of faculty and staff. However, a sizable minority of faculty and staff have attended the Ciclovía (15 percent), followed by 9 percent of the students who experienced past events. The next sections include the responses to questions based on these individual and aggregate experiences.



**Figure 8: Percentage of survey respondents who have attended the New Brunswick Ciclovía.**

### Attendance at New Brunswick Ciclovías

Figure 9 highlights the number of New Brunswick Ciclovías that students, faculty, and staff reported attending in the past, from those who had previously attended. Ninety-six percent of students have attended one or two Ciclovías, compared to only 72 percent of faculty and staff. The majority of students have attended at least one Ciclovía, followed 31 percent that have attended two, and 3 percent that have attended three. On the other hand, less than half of faculty and staff respondents have attended one Ciclovía, followed by 34 percent that have attended two, and two percent that have attended three. As a whole, faculty and staff have attended a greater number of Ciclovías than students.

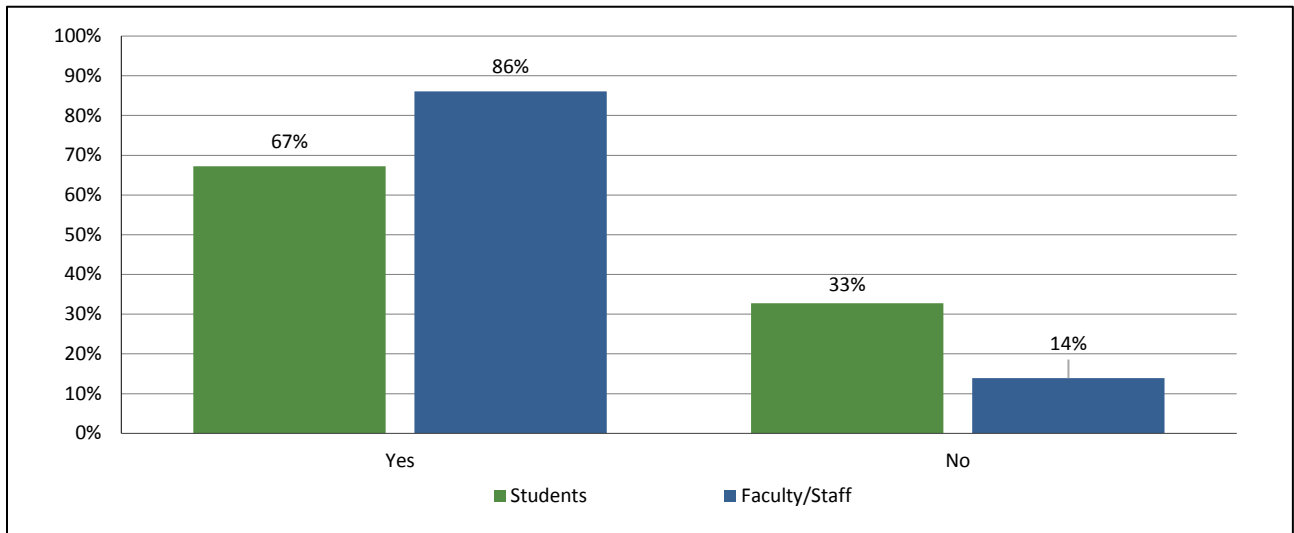


**Figure 9: Number of New Brunswick Ciclovías survey respondents have attended.**

### Whether Attendees Felt the New Brunswick Ciclovía was Intended for Them

Each survey respondent that had reported attending a prior Ciclovía was asked to state whether they felt that the event was designed and intended for them. As shown in Figure 10, the majority of survey respondents, both students, faculty and staff, affirmed that they felt the New Brunswick Ciclovía was “intended” for them. By comparison, 86 percent of faculty and staff agreed, compared to only 67 percent of students.

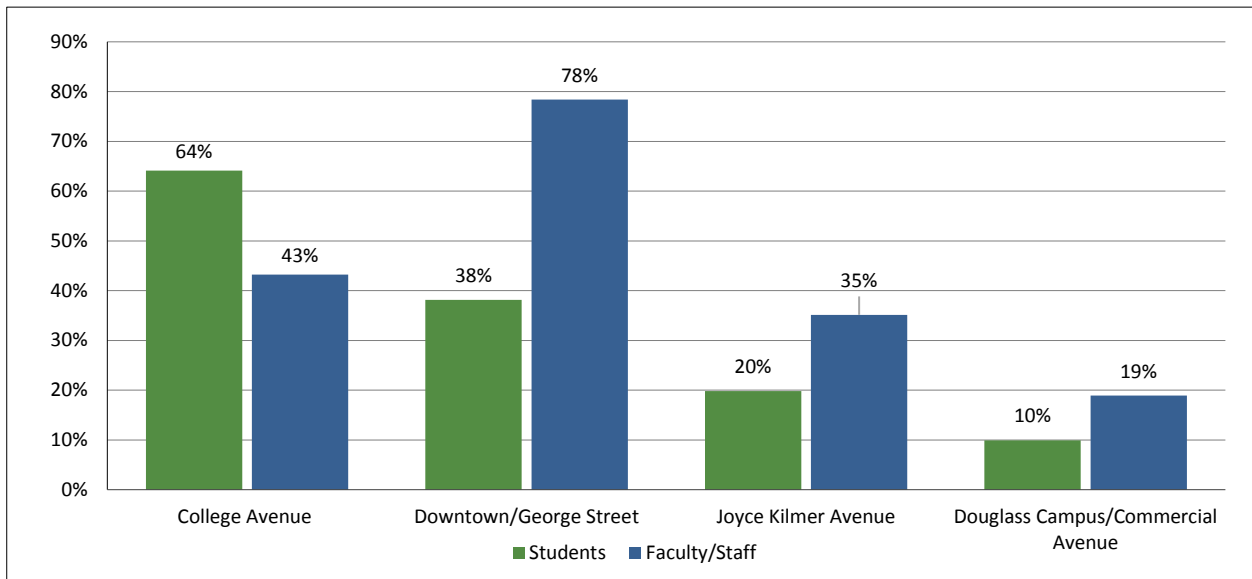
Faculty and staff were also more likely than students to visit the activity-packed downtown section of the route during the Ciclovía and therefore encounter an activity that interested them.



**Figure 10: Whether survey respondents felt the Ciclovía was intended for them.**

### *Sections of the Route Attendees Have Used*

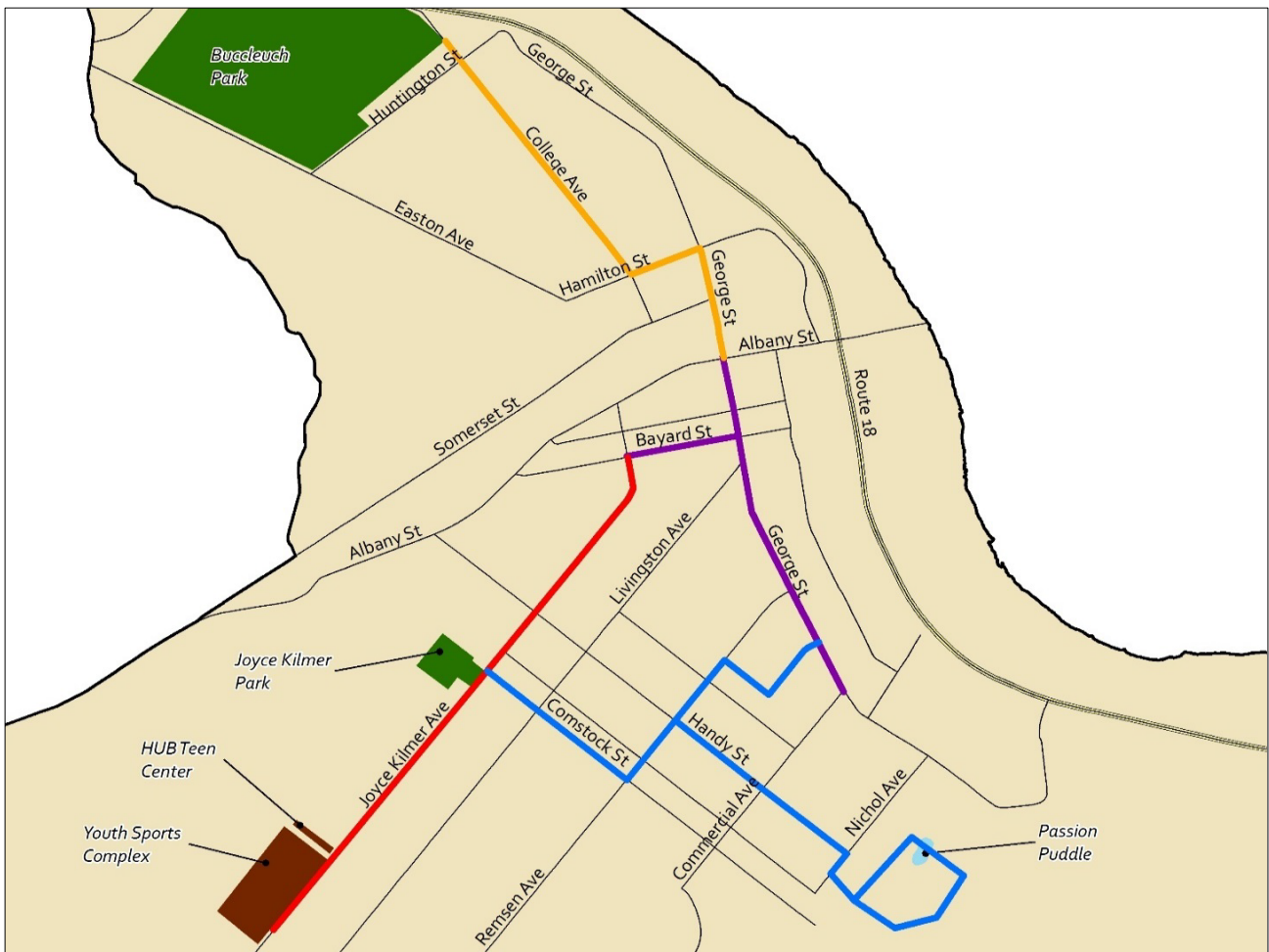
Survey participants who had previously attended the New Brunswick Ciclovía were presented with a map illustrating the New Brunswick Ciclovía route (Figure 12). The route was divided into four color-coded sections, and respondents were asked to indicate which sections of the route they had visited during one of the prior Ciclovías. The sections included: College Avenue (yellow), downtown/George Street (purple), Joyce Kilmer Avenue (red), and Douglass Campus/Commercial Avenue (blue).



**Figure 11: Sections of the New Brunswick Ciclovía route survey respondents used if they attended in the past.**

As shown in Figure 11, the majority (64%) of all students traversed the College Avenue section of the route, with more than one-third (38%) also having traversed the Downtown/George Street section, and less than a combined one-third having traversed the Joyce Kilmer Avenue and Douglas Campus/Commercial Avenue section of the route, 20 percent and 10 percent respectively. These results are not surprising considering that College Avenue is where student dorms are located, and downtown New Brunswick provides access to shopping, public transit, and many businesses including restaurants. It is also important to note that the New Brunswick Ciclovía route was only extended along the Douglass Campus/Commercial Avenue section once, thus possibly contributing to it having the lowest rate of use.

In contrast to the students, most faculty and staff visited the downtown/George Street section (78%) of the route, followed by a sizable percentage (42%) that visited College Avenue. Faculty and staff were also more likely to have traversed the Joyce Kilmer Avenue section (35%) and the Douglass Campus/Commercial Avenue segment (19%) of the route than were students.



**Figure 12: Map showing sections of the Ciclovía Route: College Avenue (yellow), Downtown (purple), Joyce Kilmer Avenue (red), and Douglass Campus/Commercial Avenue (blue).**

### Who Went to the Ciclovía with Attendees

All survey respondents were asked to identify the persons and animals that attended past Ciclovías with them. As shown in Figure 13, forty percent of students attended the Ciclovía alone, nearly one-third attended with a friend, and a small minority (17%) went with a significant other. Conversely, more than one-third (38%) of faculty and staff attended with a significant other followed by 32 percent who chose to attend the event alone, and nearly a quarter (24%) that attended the event with family. Of note, few attendees brought a pet to the Ciclovía.

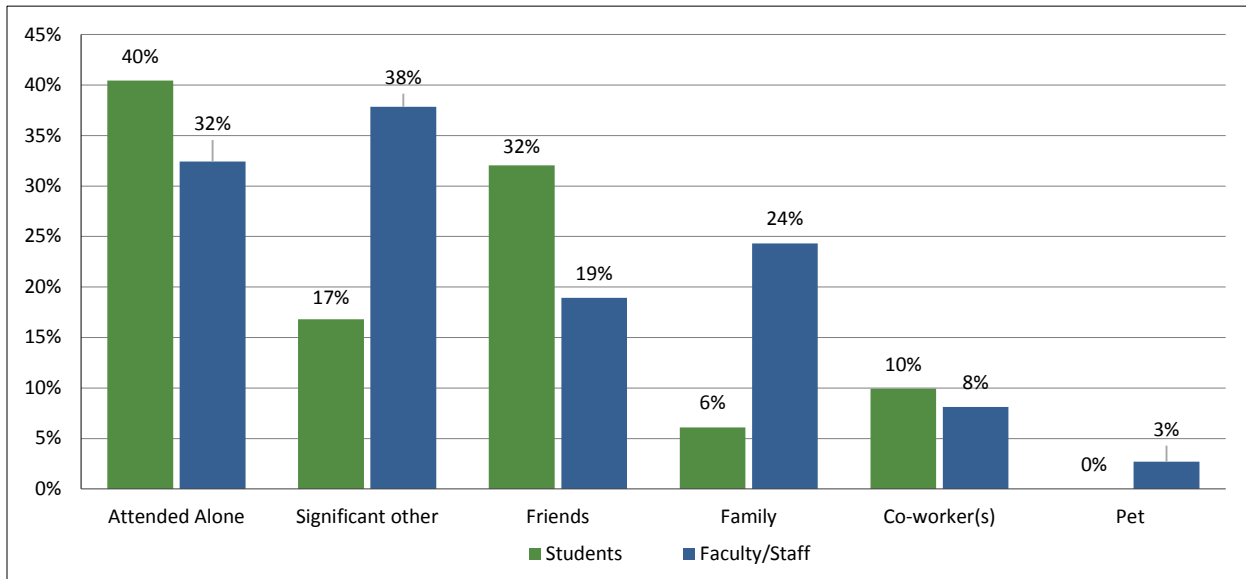
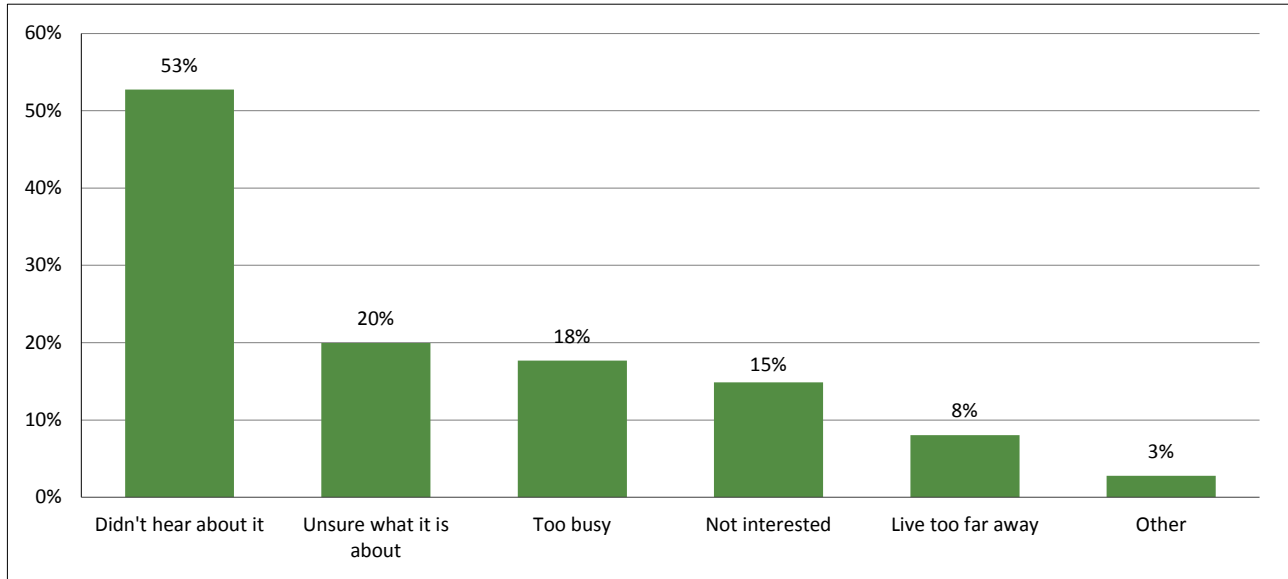


Figure 13: Who attended the Ciclovía with survey respondents.

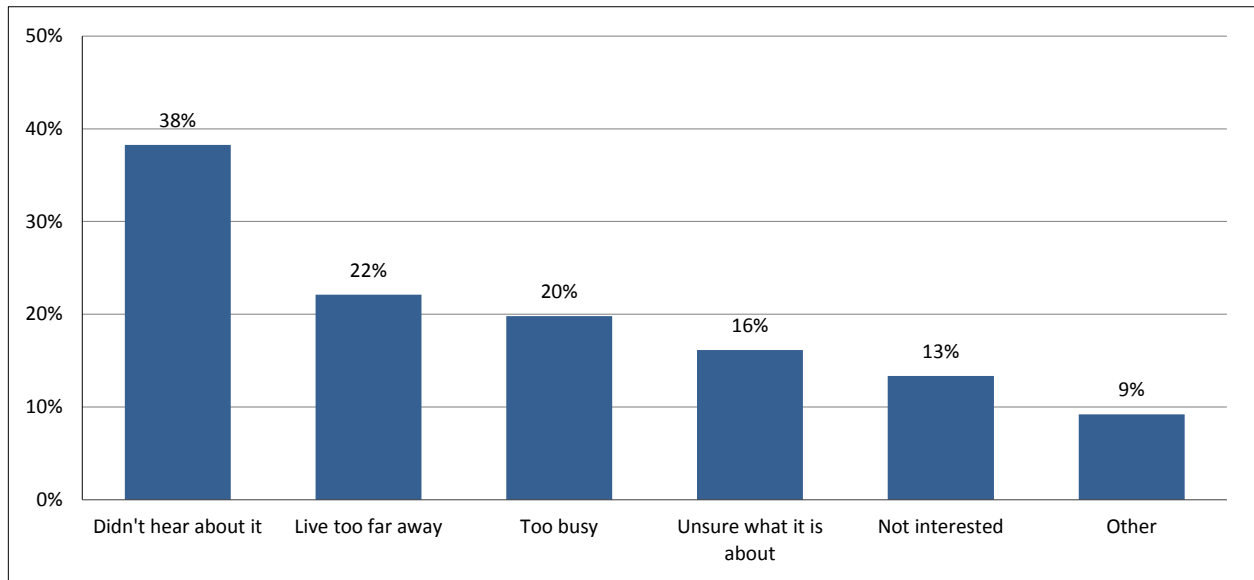
### Why Non-Attendees Have Not Gone to the New Brunswick Ciclovía

All respondents who had never attended a New Brunswick Ciclovía were asked to select from a predetermined list of reasons why they chose not to attend. As highlighted in Figure 14, the majority of students did not attend a Ciclovía due to a lack of awareness of the event, followed by nearly one-quarter that noted uncertainty about the event. Combined, these results show that an overwhelming majority of students (73%) did not attend the event due to an overall lack of understanding and awareness of the event itself.

Similarly, as demonstrated in Figure 15, the primary reason faculty and staff did not attend was due to not hearing about the Ciclovía, with another 16 percent also expressing uncertainty about the event. As had the students, only a small minority expressed disinterest in the New Brunswick Ciclovía, 15 percent and 13 percent respectively.



**Figure 15: Why student survey respondents have not attended the New Brunswick Ciclovía if they have not attended one in the past.**



**Figure 14: Why staff and faculty survey respondents have not attended the New Brunswick Ciclovía if they have not attended one in the past.**

*Actions that Would Make Survey Respondents Want to Attend the New Brunswick Ciclovía*

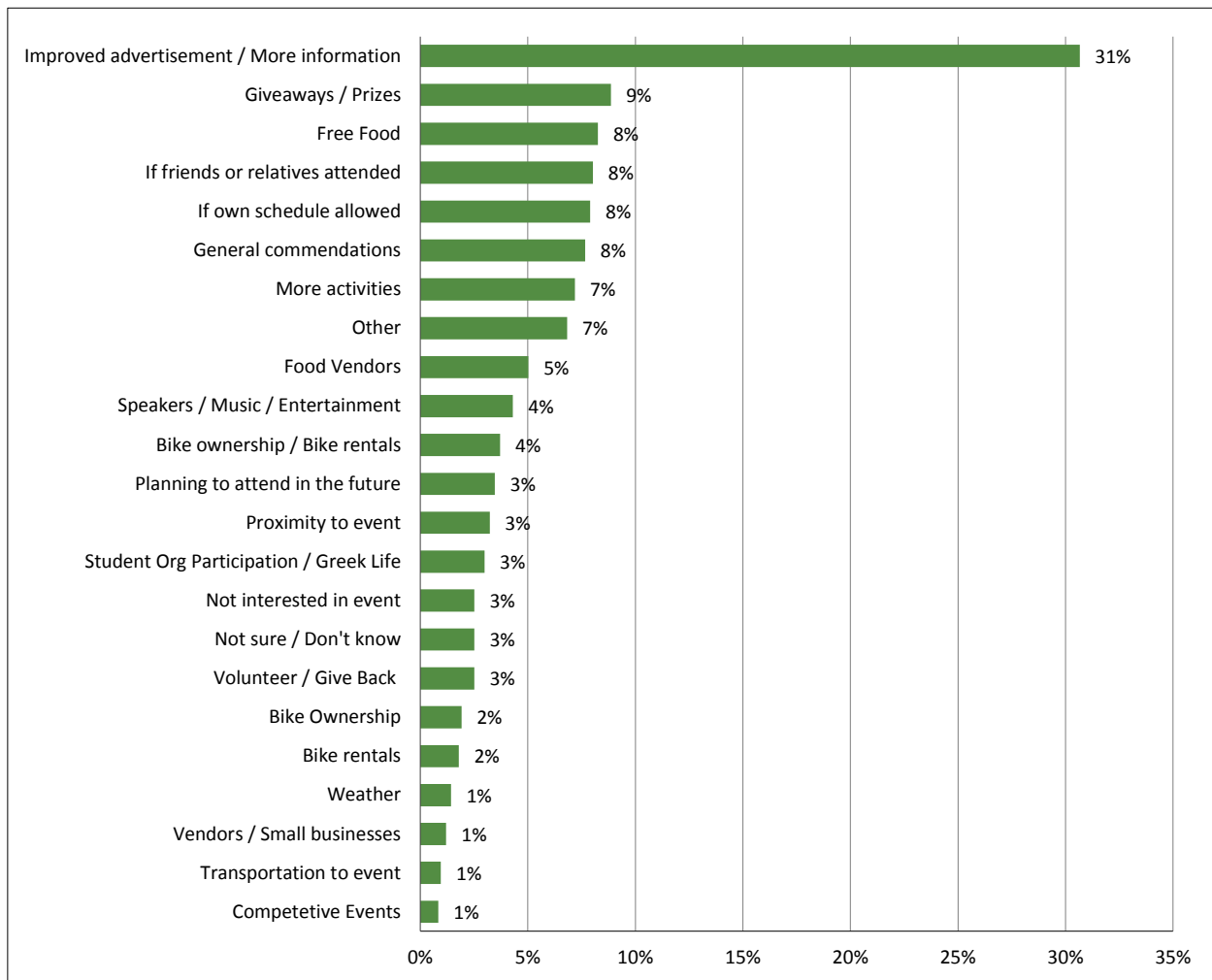
All survey respondents were asked to identify via an open-ended question, which actions would encourage them to attend the New Brunswick Ciclovía. Their collective responses were grouped into categories based on the commonality of responses.

Figure 16 highlights the suggestions as given by the student respondents. The top five suggestions were “improved advertisement/more information,” “giveaway/prizes,” “free food,” “if friends or relatives



attended,” and scheduling. In the graph, “general commendations,” refers to responses that simply praised the idea of Ciclovía, based on what they learned taking the survey. Overall the student responses were generally positive, and here is a list of some notable quotes:

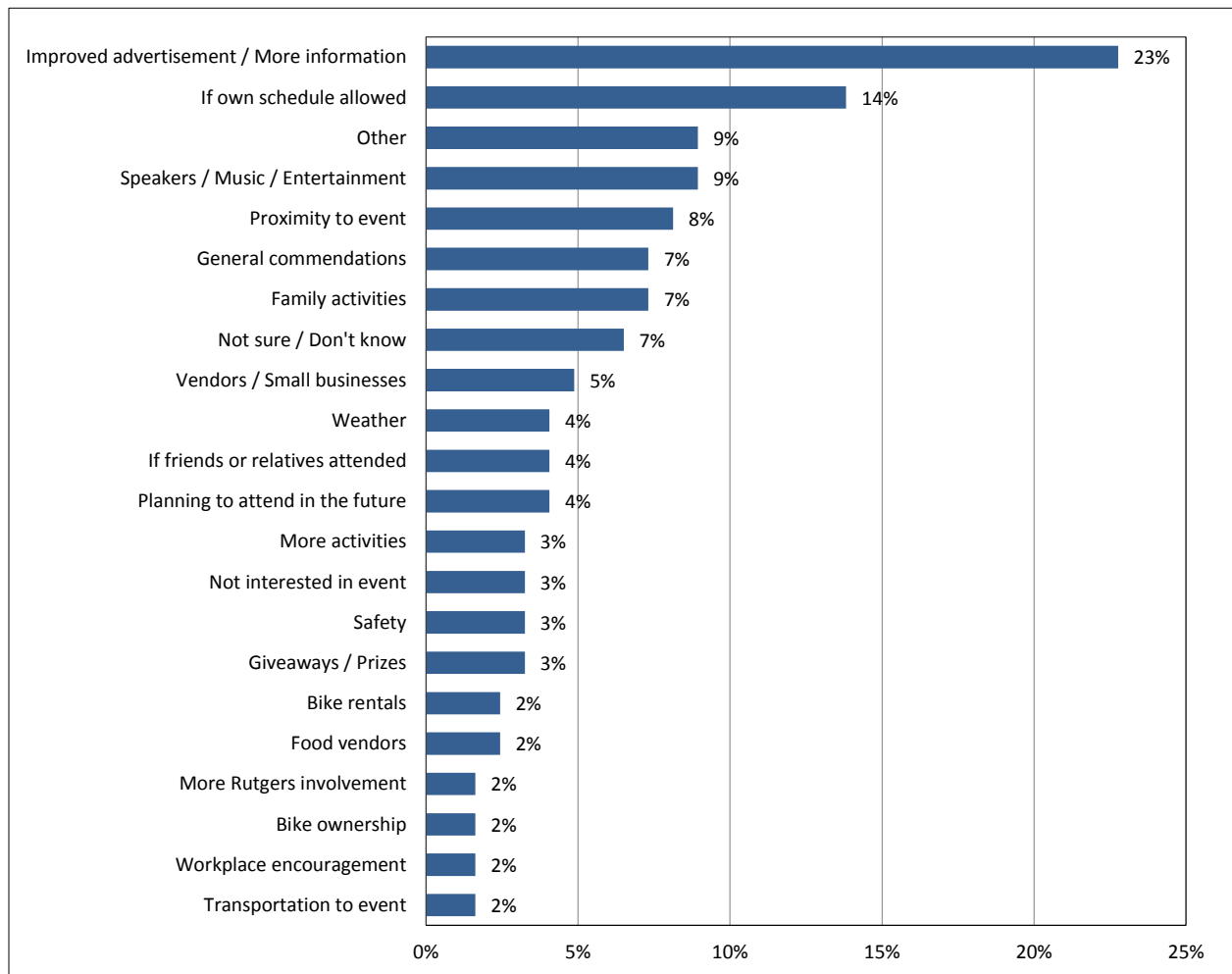
- “Free food and swag.”
- “I did not know about the Ciclovía, but now that I know I would be interested in attending.”
- “If I knew about it I would definitely attend. Maybe if there was more information posted about it I would definitely attend.”
- “If there was food stands in the streets making it more of a festival.”
- “It seems interesting and exciting, especially skateboarding.”
- “The concept is very interesting and I would feel very happy and active attending such events.”
- “If it is free and if I knew when it was and if it is patrolled.”
- “More marketing. I guess I never heard of it.”
- “Food!”
- “Rental bikes.”



**Figure 16: Actions that would make student survey respondents who have not attended a New Brunswick Ciclovía in the past want to attend one in the future.**

Figure 17 shows the responses given by faculty and staff respondents. As was the case with the students, the most common suggestion was to expand advertising for the event, which was suggested by nearly one-quarter of respondents. Faculty and staff were more restricted by time, with 14 percent saying that they would go if their schedule allowed. Other suggestions included additional music or entertainment (9%) and the addition of more family activities (7%). As with students, some faculty and staff respondents simply wrote positive opinions about the New Brunswick Ciclovía. Those comments are included here:

- “If I knew the dates ahead of time. Need better marketing to get the word out!”
- “I watched the video and I love the idea of this.”
- “Knowing about it, and if there are specific events planned, maybe if it's family-friendly.”
- “I was interested in going but was unsure if it was just going to be people riding their bikes.”
- “If it were more like a street fair with vendors and music, etc.”
- “Assurance of safety”
- “No schedule conflict. Someone to go with.”



**Figure 17: Actions that would make faculty and staff survey respondents who have not attended a New Brunswick Ciclovía in the past want to attend one in the future.**

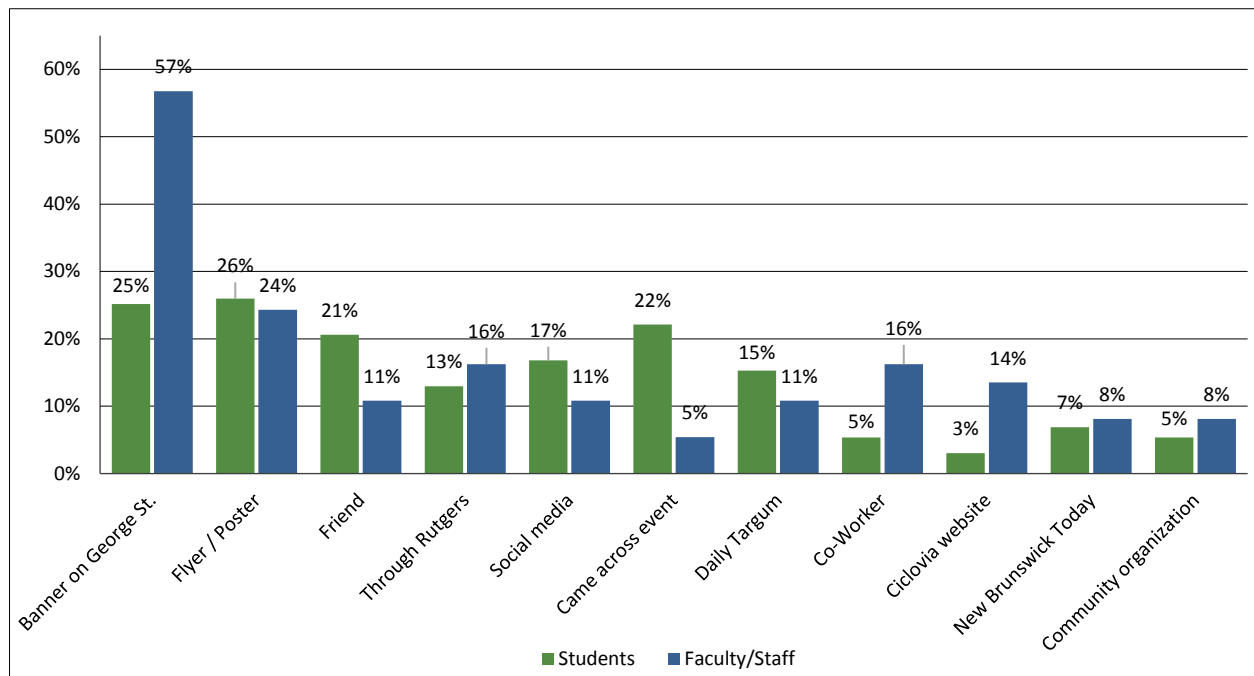
Overall, faculty, and staff were more likely to cite a busy schedule and living far away as barriers to attending the New Brunswick Ciclovía. Student barriers included not having friends attend with them and scheduling conflicts. Things that would make faculty and staff want to attend included knowing that it was a safe event and the presence of family activities. Students were more likely to want free food or prizes, the participation of student organizations, and rental bicycles available for use.

## Event Outreach

The third part of this section, Event Outreach, explores how respondents get their information, including information about the New Brunswick Ciclovía, upcoming events in New Brunswick, and events at or sponsored by Rutgers University. The survey asked those who had attended the New Brunswick Ciclovía in the past to reveal how they had heard of the event and the overall effectiveness of its marketing efforts. Additionally, all survey respondents, attendees and non-attendees, were asked to reveal how they hear about local events; non-attendees were also asked to state how interested they would be in attending a future New Brunswick Ciclovía.

### *How Attendees Heard About the Ciclovía*

As shown in Figure 18, the majority of faculty and staff learned about the Ciclovía from the banner on George Street. The other top three ways faculty and staff learned about the Ciclovía included flyers and posters, co-workers, and the New Brunswick Ciclovía website. Conversely, the largest proportion of students learned of the Ciclovía through flyers and posters, followed by one-quarter that learned of it through the banner on George Street, 22 percent that came across the Ciclovía on the day of the event, and 21 percent that learned of the event through a friend. Surprisingly, less than expected numbers of survey respondents as a whole learned of the Ciclovía through the Ciclovía website, community organizations, and New Brunswick Today.



**Figure 18: How survey respondents heard about the New Brunswick Ciclovía if they attended in the past.**

### Views on the Effectiveness of New Brunswick Ciclovía Marketing

All survey respondents were asked to rate the overall effectiveness of the marketing associated with the New Brunswick Ciclovía, ranging from very effective to very ineffective. As shown in Figure 19, the majority of all respondents felt that the marketing was effective, with 64 percent of faculty and staff stating that it was somewhat effective and 9 percent stating that it was very effective. Of the majority of students that felt it was effective, forty-four percent stated that it was somewhat effective and 25 percent—considerably higher than faculty and staff—stated that it was very effective. Overall, only a small proportion of all respondents felt that the marketing was ineffective, 15 percent and 9 percent respectively.

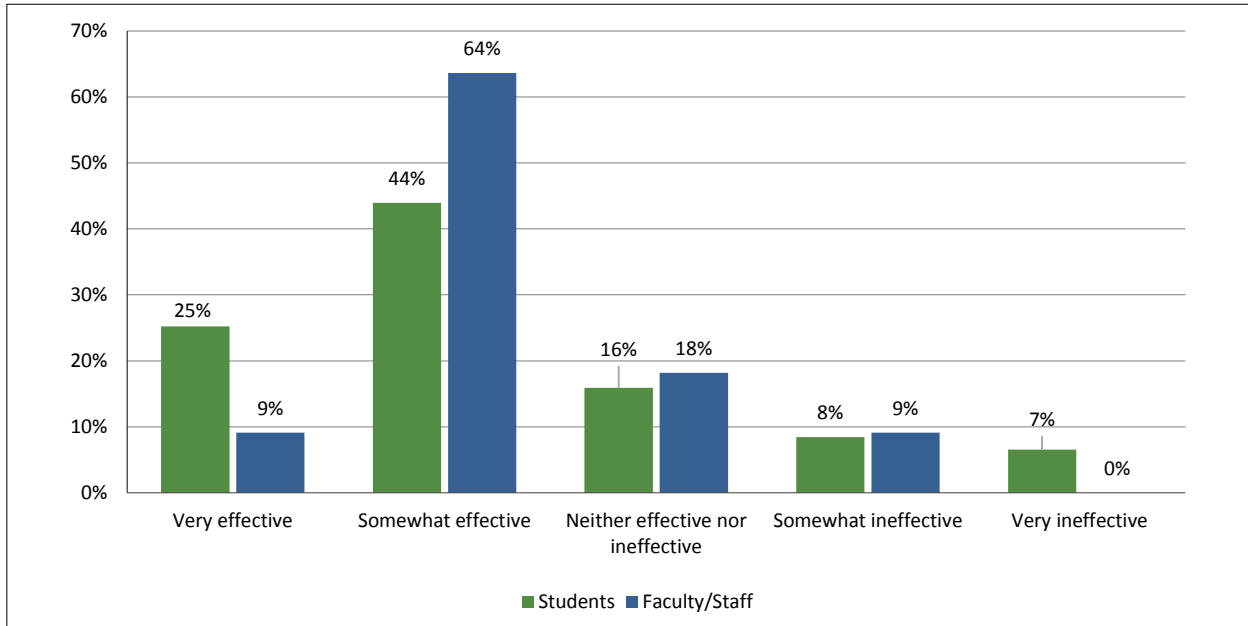
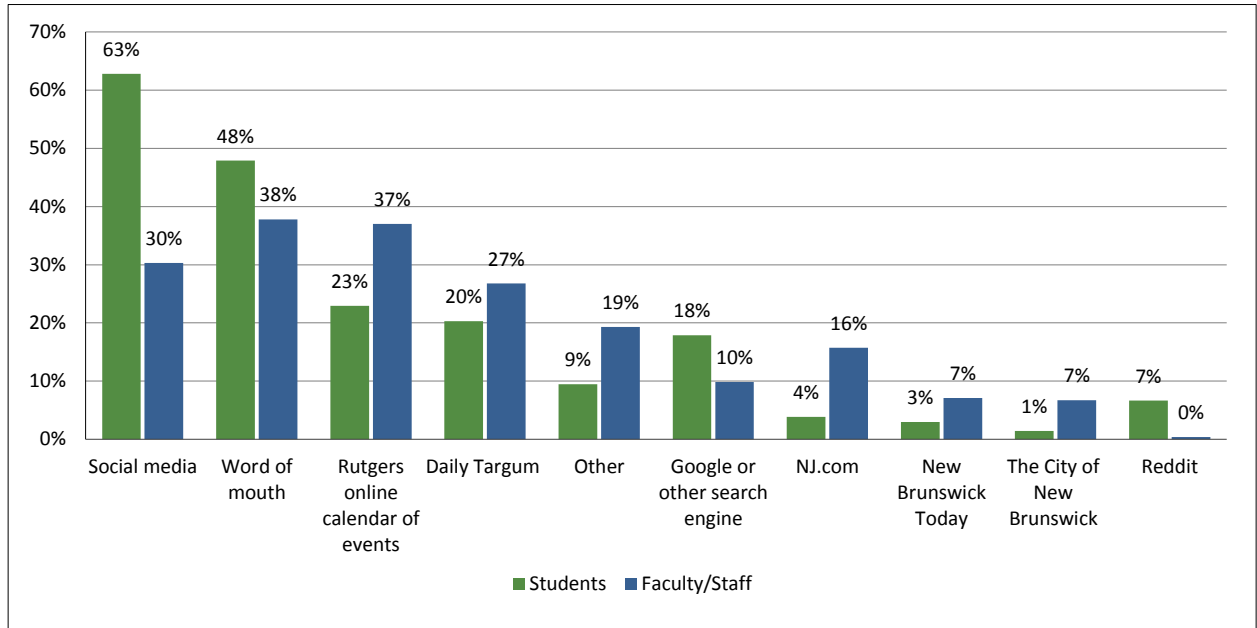


Figure 19: Survey respondent views on the effectiveness of New Brunswick Ciclovía marketing.

### Sources of Information about Upcoming Events in New Brunswick and at Rutgers University

To ensure effective marketing and outreach efforts, all survey respondents were asked to identify from a predetermined list of options where they monitor information on upcoming events in New Brunswick and at Rutgers University. All survey respondents were also given an option to write in other sources of information about upcoming events. As shown in Figure 20, most students (63%) rely on social media (e.g., Facebook, Twitter, and Instagram) to learn about upcoming events. A large proportion receive information through word of mouth (48%), Rutgers’ online calendar of events (23%), and the school newspaper (the Daily Targum) (20%). This shows that Rutgers-New Brunswick students rely on their immediate community to learn about events, either through their friends or through official Rutgers sources. For example, those who wrote in their own responses (9%) mostly mentioned direct email communications from Rutgers University.

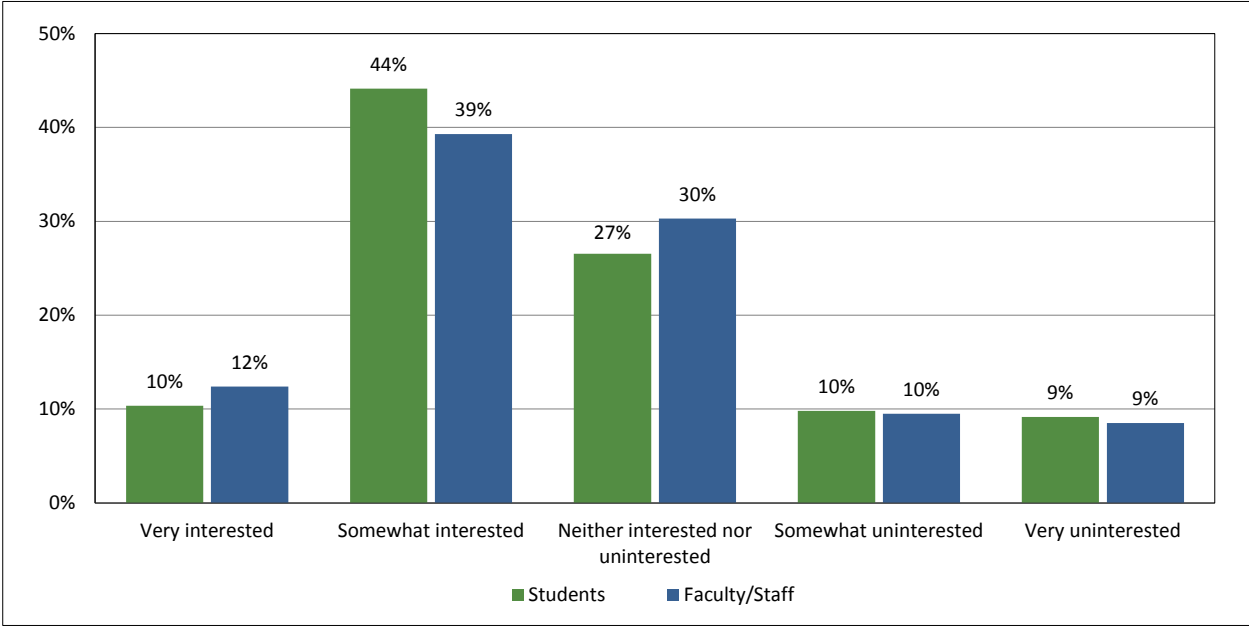


**Figure 20: Sources of information about upcoming events for all survey respondents.**

Faculty and staff were less reliant than students on social media, with only 30 percent monitoring social media platform for upcoming events. Instead, the largest proportion of faculty and staff gathered this information via word of mouth and the Rutgers online calendar of events. Additionally, they were more likely to cite traditional media sources, such as the Daily Targum (27%), NJ.com (16%) and New Brunswick Today (7%). Of note, nineteen percent of faculty and staff respondents that wrote in their own responses reported getting information from direct email or newsletter communications from Rutgers University, much like the students had reported.

*Interest in Attending Future Ciclovías*

Although the purpose of the survey was to ascertain the experiences and views of faculty, staff and students in regards to the New Brunswick Ciclovía, an additional benefit is that the actual surveying of the Rutgers population also served as a direct method of communication about the event. As such all respondents were asked to state how interested they would be in attending a future New Brunswick Ciclovía, with options ranging from very interested to very uninterested. As shown in Figure 21, the majority of all respondents stated they would be interested in attending a future New Brunswick Ciclovía, with a combined 54 percent of students (44 percent somewhat interested and 10 percent very interested) and 53 percent of faculty and staff (39 percent somewhat interested and 12 percent very interested) saying so affirmatively. It is important to note however that a sizable minority of all respondents reported disinterest in the New Brunswick Ciclovía, a combined 19 percent for both groups respectively.



**Figure 21: Interest by survey respondents in attending future New Brunswick Ciclovías if they have not attended in the past.**

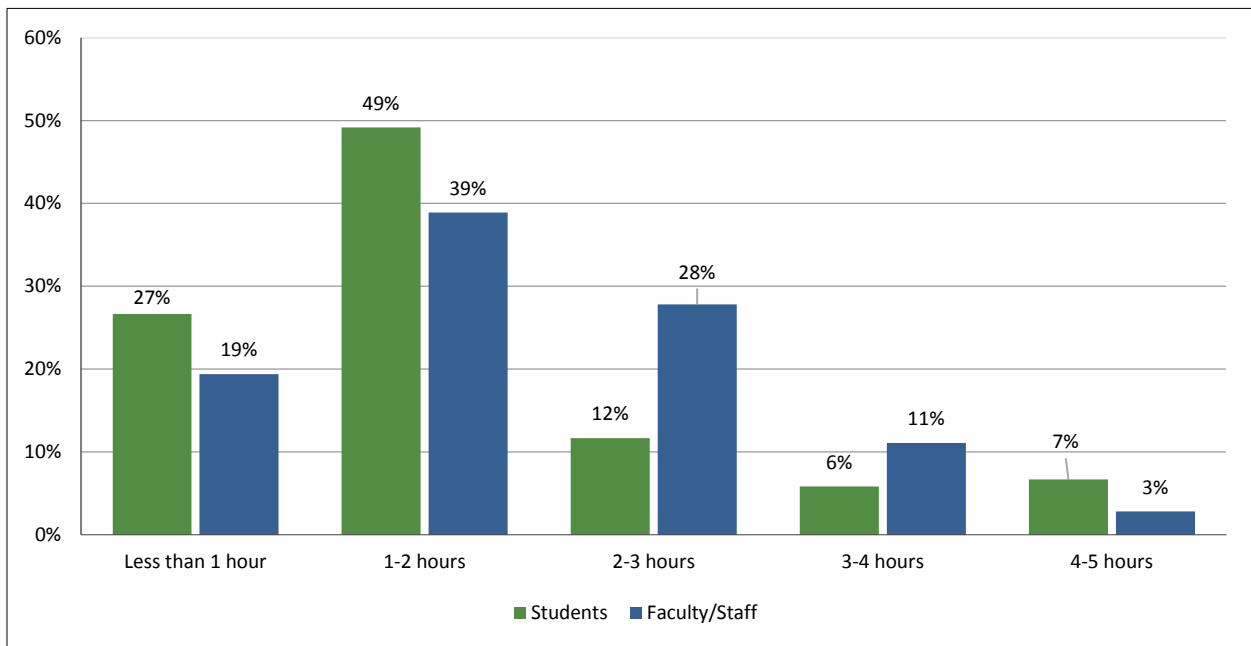
## New Brunswick Ciclovía Activities

The fourth part of the Results section, New Brunswick Ciclovía Activities, focuses on the activities featured throughout the Ciclovía route. Activities are an integral component of the Ciclovía, with past activities including Zumba classes, a skate park, basketball, CrossFit, a rock-climbing wall, bounce houses, and other forms of entertainment free to all attendees.

Those who had previously attended the New Brunswick Ciclovía were asked to note how long they had spent at the event, which activities they had participated in, and which activities they would like to see added to future Ciclovías. Those who had never attended a New Brunswick Ciclovía were also asked to indicate which activities they would be interested in, if they were to attend a future Ciclovía. In addition to being mentioned here, ideas and suggestions from the latter are incorporated into the recommendations listed later in the Recommendation Section of the report.

### *Length of Time Spent at the Ciclovía*

As shown in Figure 22, the majority of all respondents spent a minimum of one hour at the New Brunswick Ciclovía and a small minority reported spending as much as 4-5 hours at the event. Cumulatively, faculty and staff reported spending more time at the Ciclovía than did students; however, higher proportions of students reported spending between 1-2 hours and 4-5 hours at the Ciclovía than did faculty and staff.



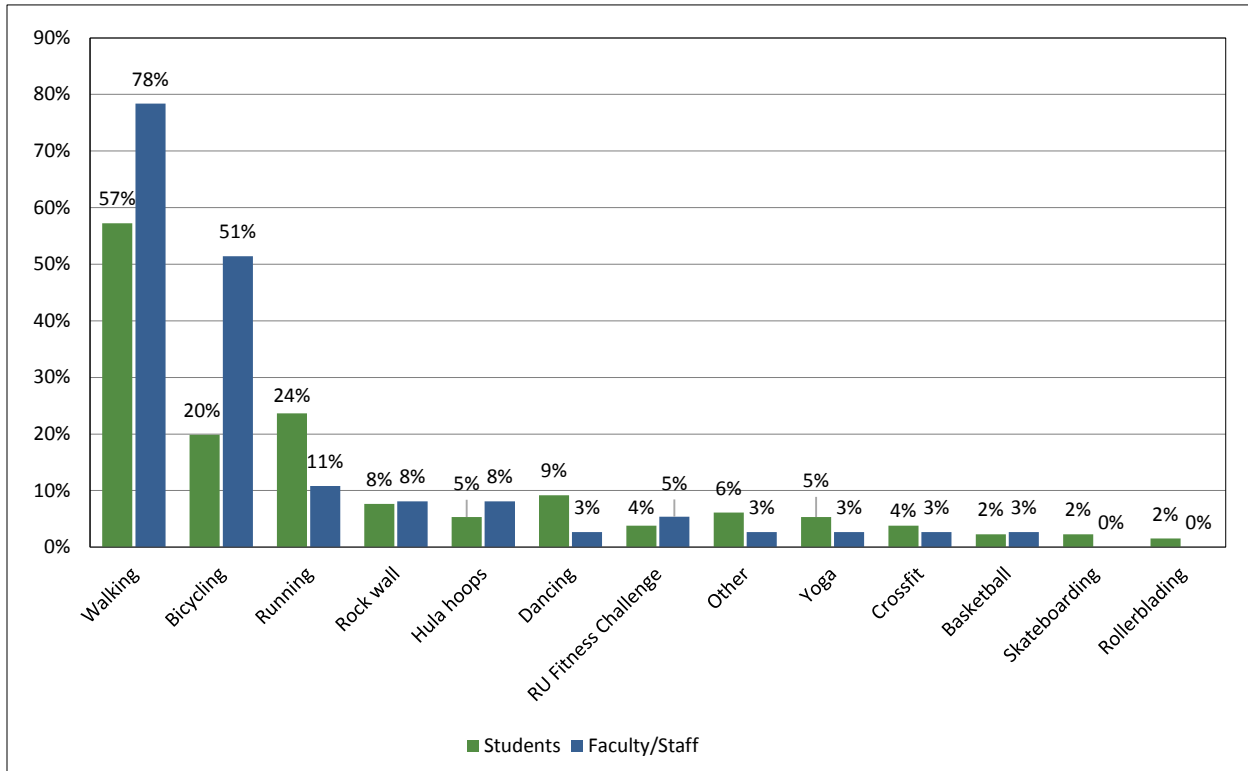
**Figure 22: Length of time survey respondents spent at the New Brunswick Ciclovía if they have attended in the past.**

### *Activities Respondents Participated in at the Ciclovía*

Past attendees of prior Ciclovías were asked to select which activities they had participated in from a predetermined list of activities. Respondents were allowed to check more than one activity so the percentages exceed 100 percent. As shown in Figure 23, the top 5 activities that faculty and staff reported participating in include walking (78%), bicycling (51%), running (11%), climbing rock wall (8%), and hula hooping (8%). Conversely, the top 5 activities for students were walking (57%), running (24%), bicycling (20%), dancing (9%), and climbing the rock wall (8%). It is important to note from these findings that both groups did not heavily attend many of the non-traditional activities (e.g., CrossFit). This is believed to have



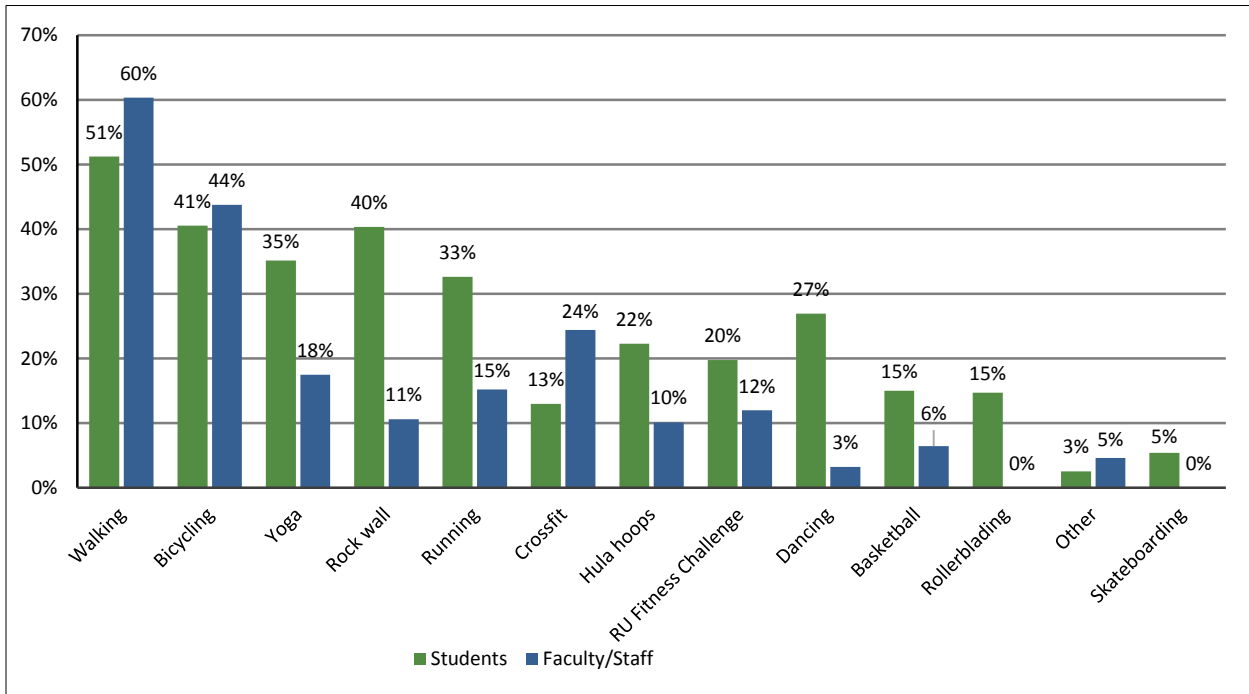
more to do with overall awareness—perhaps due to lack of signage and marketing, etc.—of these activities than a disinterest in the activities themselves. That becomes apparent based on the findings in the section below.



**Figure 23: Activities survey respondents participated in at the New Brunswick Ciclovía if they have attended in the past.**

*Activities Non-Attendees Would Like to Participate in at Ciclovía*

Non-attendees were asked to identify from the same predetermined list of activities given to the attendees which activities they would like to participate in should they attend a future New Brunswick Ciclovía. As shown in Figure 24, the top five activities selected by faculty and staff were walking, bicycling, CrossFit, yoga, and rock wall, whereas the top five activities listed by students were walking, bicycling, rock wall, yoga, and running. It is important to note however that the overall percentages of non-traditional activities did increase between both groups when given an option to state which activities they would participate in. Considering that less attendees selected these options than non-attendees did, it appears that it has more to do with awareness than interest.



**Figure 24: Activities survey respondents would like to participate in at the New Brunswick Ciclovía if they have not attended in the past.**

## **Black and Hispanic Focus Groups**

### **Hispanic Focus Group**

#### *About the Participants*

As shown in Table 4, nine individuals participated in the Hispanic focus group, seven of whom were women and two of whom were men. Half were single, while the other half were married. Most of the participants were between the ages of 35 and 44, with one person in the 18-24 age group and another in the 45-64 group. Five of the eight participants who reported their household income reported earning under \$25,000 a year, while three had household incomes of between \$25,000 and \$49,000. Education levels were mixed, with three attendees having not completed high school, and two each reporting a high school diploma or four-year college degree. One attendee was currently attending college, while another had a two-year degree.

#### *Focus Group Results*

James Sinclair of VTC led the focus group; he began the discussion by explaining how the focus groups would proceed and setting expectations. After reading the statement of confidentiality, participants introduced themselves by stating their name, current city of residence, and the mode of transportation they used regularly. All of the participants stated that they lived in New Brunswick, in close proximity to the Ciclovía route. All the participants also stated that they primarily relied on walking and public transit to get around on a day-to-day basis.

The conversation began by asking the group if they were familiar with the New Brunswick Ciclovía, and if they had attended. All nine of the participants affirmed that they were familiar with Ciclovía, and six stated that they had attended. Four of the participants were familiar with the planning process for the Ciclovía through the organizations that they worked for. Participants who attended were also asked how many Ciclovías had they been to. None had attended every event, but two had been to four. One person had been to three, one to two, and two had attended one Ciclovía.

Those who had not attended were asked why they had not. One participant stated that he had wanted to, but had to work on weekends; however, his wife had attended with their children. Another participant stated that not owning a bicycle was a barrier, and that she had been sick during one of the events. Other reasons for not having attended included work commitments, being sick, or having to take care of a sick child or family member. When asked if they planned on attending future Ciclovías, all stated yes, as long as they did not have work or were not sick on the date of the event.

Participants were then asked if they felt that the event was intended for them. All answered yes, and spoke very positively about the New Brunswick Ciclovía. Attendees stated that they loved how it let their children play outside safely, and gave their family freedom to spend time together outdoors. They also mentioned that the event was perfect for families and as a place to catch up with neighbors and friends. Participants were asked if they had children, and all answered yes. They were then asked if they felt that the Ciclovía was designed for adults without children. Again, all participants stated that they felt it was.

**Table 4: Demographic characteristics of Hispanic focus group participants.**

Variable	Category	Number	Percentage
Sex	Female	2	22%
	Male	7	78%
Marital Status	Single – Never Married	4	50%
	Married/Civil Union	4	50%
	Living with Partner	0	0%
Age	18-24	1	12.5%
	25-34	0	0%
	35-44	6	75%
	45-64	1	12.5%
	65 or Older	0	0%
Household Income	Less than \$25,000	5	63%
	\$25,000 to \$49,000	3	37%
	\$50,000 to \$74,999	0	0%
	\$75,000 or Above	0	0%
Education	Less than High School	3	33%
	High School Graduate or GED	2	22%
	Some College	1	11%
	Two-Year College Degree	1	11%
	Four-Year College Degree	2	22%
	Graduate Degree	0	0%
Persons Living in Household	1	0	0%
	2	0	0%
	3	3	33%
	4 or More	6	66%
Number of Children Under 18 Years of Age in Household	1	4	44%
	2	2	22%
	3	1	11%
	4 or More	2	22%
	None	0	0%
Years at Current Address	Under 1 Year	1	11%
	1-3 Years	1	11%
	4-10 Years	5	55%
	11-20 Years	1	11%
	20 Years or More	1	11%
Has access to a bicycle?	Yes	4	44%
	No	5	66%
Zip Code	08901	9	100%

Participants were asked about which activities they participated in at the New Brunswick Ciclovía, with most answering that they walked. Zumba was a popular activity for those in the group, although one participant complained about the low energy level of the instructor at the last Ciclovía. Only two of the attendees used a bicycle, although participants noted that their kids bicycled, used scooters or skateboards. Participants were asked if they knew how to bicycle. One participant stated that she did, but could not bicycle anymore due to a back condition. Another stated that she had never learned but would take advantage of a free class to learn how to bicycle. As a response to that, another participant stated that she would like to learn how to use a skateboard if that was an activity offered during the event.

Participants were asked what kinds of activities they would like to see at future events. Volleyball, soccer, and basketball were popular suggestions, along with the request to place popular activities such as Zumba in multiple locations. The group also suggested adding activities popular at children's parties, such as musical chairs and pin-the-tail on the donkey, along with activities such as relay races or potato-sack races that could be popular for people of all ages. Other suggestions included water-based activities during the summer, a dance competition, activities for seniors, and health check-up booths.

The group also spoke about a desire to add music throughout the route (not just downtown), stating that a mix of live and recorded music would be desirable. Additionally, one participant suggested adding more culturally relevant activities, such as folkloric dancing.

Participants were then asked if they lived near the route and if they had visited the entire length of Ciclovía. All stated that they lived within two blocks and had walked the entire route. However, with further prompting it became clear that only one of the participants had actually reached College Avenue on the Rutgers campus; the other participants all thought Ciclovía ended at Albany Street.

The conversation then turned to event outreach. Participants learned about Ciclovía through various sources, such as the banner on George Street, flyers at local businesses, information at the Robert Wood Johnson Fitness and Wellness Center, through their jobs, and through their children's schools. They all agreed that the Ciclovía organizers had done a good job in promoting the event. However, only one attendee was aware of the official website. The participants suggested other means of communication, such as TV, radio, and the use of roaming audio announcements prior to the event, which is a common advertising method in Latin America.

The conversation concluded with the group speaking about what they liked most and least about the Ciclovía. One participant stated that she loved the look on her daughter's face during the event and how happy and excited the child was to play in the street. Others spoke positively of the freedom that the event provided, and the safety to engage in outdoor activities. With regards to things they would like to see changed, participants asked for longer hours, so those who work on weekends can attend, more restrooms, more water stations, the addition of local charities or supportive projects, and a desire to see police officers walking and bicycling rather than sitting in their vehicles.

Additionally, participants were asked to state their preference of dates and times. All participants favored Saturday over Sunday. Regarding the time of day, thoughts were mixed, although morning and mid-day proved to be the most popular. All agreed that they would like to see Ciclovía happen more often.

## **Black Focus Group**

### *About the Participants*

As shown in Table 5, seven individuals participated in the Black focus group, of whom five were men and two were women. All of the participants identified themselves as single, and only two of the participants lived in households with children. This contrasts with the Hispanic focus group, where every attendee lived in a household with a child.

The Black focus group skewed young, with three individuals being between 18 and 24 years old, and three between 25 and 34 years old. One participant was 65 or older, and provided good insight into the needs of the senior community. The level of education attained by the participants varied, with one participant currently in high school, one having some college experience, two with two-year college degrees, and three with four-year degrees. Household income levels also ranged widely, with two individuals making under \$25,000, two making between \$25,000 and \$49,000, one between \$50,000 and \$74,000, one between \$75,000 and \$99,000, and one between \$100,000 and \$149,999.

Three of the participants lived in New Brunswick (zip code 08901) with the other four living in adjacent communities. This differed from the Hispanic focus group, in which all participants lived in New Brunswick. However, all of the participants who did not live in New Brunswick stated that they worked in the city. Participants were also asked how long they lived at their current address, and the results were also ranged widely. Two participants had lived at their current address for less than one year, one between one and three years, two between four and ten years, one between eleven and twenty years, and one had been at for over twenty years. Participants were also asked if they had access to a bicycle, with four responding that they did, and three stating that they did not. All the respondents indicated verbally that they knew how to ride a bicycle.

**Table 5: Demographic characteristics of Black focus group participants.**

Variable	Category	Number	Percentage
Gender	Female	2	29%
	Male	5	71%
Marital Status	Single – Never Married	7	100%
	Married/Civil Union	0	0%
	Living with Partner	0	0%
Age	18-24	3	43%
	25-34	3	43%
	35-44	0	0%
	45-64	0	0%
	65 or Older	1	14%
Household Income	Less than \$25,000	2	29%
	\$25,000 to \$49,000	2	29%
	\$50,000 to \$74,999	1	14%
	\$75,000 to \$99,999	1	14%
	\$100,000 to \$149,000	1	14%
Education	Less than High School	1	14%
	High School Graduate or GED	0	0%
	Some College	1	14%
	Two-Year College Degree	2	29%
	Four-Year College Degree	3	43%
	Graduate Degree	0	0%
Persons Living in Household	1	1	14%
	2	1	14%
	3	2	29%
	4 or More	3	43%
Numbers of Children Under 18 Years of Age in Household	1	1	14%
	2	0	0%
	3	1	14%
	4 or More	0	0%
	None	5	71%
Years at Current Address	Under 1 Year	2	29%
	1-3 Years	1	14%
	4-10 Years	2	29%
	11-20 Years	1	14%
	20 Years or More	1	14%
Has access to a bicycle?	Yes	4	57%
	No	3	43%
Zip Code	08901	3	43%
	Other	4	57%

## *Focus Group Results*

Charles Brown of VTC led the focus group; he started by asking participants to introduce themselves, including stating their name, current city of residence, and the mode of transportation they used in their day-to-day movements. Participants all stated that they lived in either New Brunswick or an adjacent community, and all but one primarily used a car to transport themselves.

Participants were asked if they were familiar with the New Brunswick Ciclovía, and if they had attended the event. Only three of the participants stated they had been to Ciclovía, each having had attended only once. Due to the low level of familiarity with the event, all the participants were shown a five-minute video created by New Brunswick Tomorrow, which explained how the event functions. After the video concluded, participants were asked why they did not attend. Two stated that this was their first time hearing about the event. A third stated that he had seen the event being set up while at work, but did not know that it was open to everyone. The participant who had heard about the event but had never attended stated that she had wanted to go, but it had never fit into her busy schedule.

The two attendees who had attended the New Brunswick Ciclovía were asked about their experiences at the event. The first stated that she had enjoyed the event, and liked being able to be outdoors without having to worry about traffic. She stated that she had continued her normal routine of walking her dog in her neighborhood, but with the freedom of being able to walk on the street. The other person who attended Ciclovía stated that he had worked as a volunteer, helping to ensure that drivers did not enter the route. He liked that the event was accessible for everybody, including those with disabilities who may normally have difficulty enjoying the public space.

Participants were then asked if, based on the video they saw, they felt that the event was intended for them. One respondent stated that he did not think so, because he did not usually engage in physical activities like walking or bicycling for pleasure. However, later in this focus group, as this participant learned more about the activities available at Ciclovía, he changed his response to yes. A second participant stated that he did not like going outside in the summer, but thought that Ciclovía is good for those who do, and for kids. Another participant spoke about reasons the event may not appeal to seniors. She stated that because senior vans do not usually run on weekends, it could be difficult for seniors to attend the New Brunswick Ciclovía. Further, she stated that the physical activities might not be attractive to those with limited mobility, especially if the advertisements are focused on walking and bicycling.

The group was then asked for suggestions as to how the Ciclovía could be modified to attract those with the above reservations. The participant who stated that he was not interested in physical activity recommended adding carnival-style games, or other activities that would allow for a good date experience. Other participants agreed with this suggestion. The conversation yielded multiple suggests for carnival-style games, such as bean-bag tosses, popping balloons, knocking over bowling pins, and basketball shots. The participants suggested that these activities could be free, or cost a dollar as a way to raise money for the New Brunswick Ciclovía or for a charity or other cause.

All the participants agreed that Ciclovía should locate activities throughout the route. Aside from suggesting carnival games, the focus group also recommended competitive activities, such as a pull-up competition, an adult obstacle course, short bicycle races, and potato-sack races. A recommendation was made for hosting competitive events at existing locations along the route, such as parks with fields or courts. The oldest member of the group suggested that some activities cater to those who want to participate outside but cannot take part in strenuous physical activities. She suggested activities such as chess, which can be set-up outside, are social, and are accessible to all. All the participants also agreed that if activities are added they need to be well advertised so people are able to take advantage of them.



The group also spoke to a desire to see more live music and cultural activities be incorporated along the route. They felt that live music could play to the reputation of the city as one with a lively local music scene, and could take advantage of the city's ethnic diversity. Participants also cited food as a means to encourage attendance. They stated that the food could represent the different cultures and backgrounds, as with the music. Free food could be made available by hosting competitions, such as a chili cook-off. All the group participants also spoke about the need for more maps, and suggested the development of a mobile application listing activity locations and times.

Participants were asked about their exposure to the various advertisements about the event. Only one of the attendees had seen the banner on George Street, and none were familiar with the posters. However, the participant who saw the sign complained that just stating the name and date did not provide enough information, especially because many people do not know what "Ciclovía" means. Another participant was familiar with the event due to her subscription to the New Brunswick Tomorrow newsletter. Participants were then asked for the best ways to reach them. The group agreed that person-to-person communication is important, and having people connected with the community pushing the event would be effective. They also suggested reaching out through schools and public areas where people congregate, such as the theater.

To conclude the focus group, participants were asked about their preference for seasons, days, and times. All but one participant suggested the event be held during the spring and fall, with only one preferring summer. The group unanimously preferred Saturday over Sunday, especially due to schedule conflicts with church. However, one mentioned that Friday evening could be an opportunity to engage the population that works but does not live in New Brunswick. The group was then asked if they would be interested in an evening Ciclovía, and all but one stated it could be a good idea. None of the participants were interested in a morning event.

### *Focus Group Summary*

Participants from both focus groups spoke positively about the New Brunswick Ciclovía. Participants in the Hispanic session were extremely aware of the Ciclovía and were very interested in attending future Ciclovías. They spoke about adding more Ciclovías throughout the year and extending the hours. While the participants in the Black focus group were less familiar with the event, the more they talked about it, the more interested they were in participating. Both groups praised the safety of the New Brunswick Ciclovía, the ability to unite the community, and being accessible to children, seniors, and disabled populations.

For the Hispanic group, barriers to attending included work, being sick, or taking care of sick family members. For these reasons, having more opportunities to attend throughout the year were important to the group. For the Black focus group, barriers to attending included a lack of information about the event, a busy schedule, and difficulties in getting to the event.

Both groups were interested in providing suggestions to improve the New Brunswick Ciclovía. Members of both groups recommended adding music and cultural events, along with hosting competitive events. Other suggestions included having more family activities, carnival games, a mobile phone app, and medical services.

## Recommendations

It is recommended that the New Brunswick Ciclovía Advisory Committee think creatively about how to involve Rutgers students, faculty, and staff in the planning, hosting, and participation in the Ciclovías. Rutgers is one of the largest universities in the country, with more than 40,000 students and 10,000 faculty and staff at the New Brunswick campus alone. It is also incredibly diverse; the student body is majority-minority, and 8 percent come from other countries. With over 400 student organizations and more than 80 fraternities and sororities, Rutgers has a vibrant and diverse student culture that the New Brunswick Ciclovía Advisory Committee should strive to take advantage of.

The primary recommendation is to focus on creating new partnerships with individuals and organizations, and involving them at each level of planning, outreach, and hosting. Interested individuals, as identified in this survey, as well as appropriate university organizations, should be involved in all areas, from the planning stages through information dissemination and hosting activities at the event itself. For example, if the Rutgers Running Club wants to host a fun run for children, they should participate during the planning stages (i.e., present at subcommittee and committee meetings), participate in disseminating information about the event (i.e., on their social media page and by recruiting members to attend), and at the event itself (i.e., by hosting the fun run).

Recommendations to attract Rutgers students, faculty, and staff to the New Brunswick Ciclovía fall into three categories: 1) outreach and information dissemination, 2) activities, and 3) event management. Some recommendations for students and for faculty and staff overlap, while others are unique to each group, described in detail when appropriate.

While these recommendations related primarily to the Rutgers University students, faculty, and staff, the feedback gained through the focus groups has also been incorporated into each recommendations, where relevant. Both focus groups provided innovative and unique suggestions that can speak to local residents, the Rutgers community, and anyone who visits New Brunswick. For example, while no student cited activities for seniors as a recommendation, that suggestion came up in both focus groups, and could possibly encourage Rutgers students to invite their entire family to visit during Ciclovía.

### 1. Outreach and Information Dissemination

**CHALLENGE:** The survey results reveal that students, faculty, and staff are not aware of or knowledgeable about Ciclovía. These were two of the biggest reasons why students, faculty, and staff have never attended. For example, the majority of the students (53%) had not heard of it, as had 38 percent of faculty and staff. Similarly, 16 percent of faculty and staff and 20 percent of students expressed uncertainty regarding the event.

**RECOMMENDATION:** The Ciclovía Advisory Committee should seek to improve marketing, outreach, and information dissemination. Strategies should specifically target the information sources used most by students, faculty, and staff. Content should cater to the activities they are interested in participating in at Ciclovía.

- **Strategy 1. Use specific media outlets to reach target populations.** Survey respondents indicated that they primarily receive information about upcoming events in New Brunswick and Rutgers from Rutgers University sources, most of which are online. Therefore, these sources should be used to disseminate information about the Ciclovía. The type of source varied between students and faculty and staff.

Faculty/Staff: Sixty-four percent of faculty and staff got information about events from either the Rutgers online calendar of events or the Daily Targum (the Rutgers student newspaper). Additionally, most of the 19 percent of respondents who stated that they receive information from an “other” source said that source was from Rutgers emails (such as newsletters). These mediums should be used to advertise Ciclovía.

Students: For students, the biggest source of information was social media (63%). Ciclovía’s current social media network, including Facebook, Twitter, and Instagram, should be used more frequently. In addition, New Brunswick Ciclovía should encourage partner organizations, including sponsors and Rutgers organizations that participate in the Ciclovía, to share New Brunswick Ciclovía’s posts as well as post their own about the event. Another strategy should be to host photo competitions, before or during the event, encouraging participants to be identified at Ciclovía by using a hashtag on one of the social media outlets. An example might be to take a picture at every activity station. (More about using competitions to draw students is described below.) The second biggest information source was word-of-mouth (48%). While this is a difficult source to directly target, it can be improved by saturating the appropriate information sources as much as possible, especially social media. Many students also reported getting information from the Rutgers online calendar of events (23%) and the Daily Targum (20%), so those should be used as well.

Lead: The lead organizations that the Advisory Committee should partner with are those student organizations that host activities at the New Brunswick Ciclovía. They should use their media and personal networks to encourage their members to go to the Ciclovía, whether to assist with the activity they sponsor or just as attendees. Additionally, the Advisory Committee should leverage their own staff and volunteers to promote the event through the various channels described above.

- **Strategy 2. Take advantage of the numerous Rutgers University email listservs and newsletters by advertising Ciclovía close to the date of the event.** Survey respondents reported receiving a lot of their information from emails sent by various Rutgers organizations, most of which are specific to students and faculty and staff. Ask these organizations, especially those that are part of the Ciclovía (such as fraternities, sororities, and clubs), to send information on Ciclovía to their email lists prior to each event.

Faculty/Staff: All faculty and staff receive several Rutgers-wide bulletins via email, which are very receptive of advertisements. These include the Faculty & Staff Bulletin, Campus & Community, and Rutgers Today. Each college within Rutgers has communications staff who are able to distribute information about Ciclovía to their college.

Students: Similarly, Rutgers students receive newsletters and listserv emails from organizations they are involved with at Rutgers. These include student life, residence halls, clubs, and intermural sports, among others. Many of them may be willing to advertise the New Brunswick Ciclovía to their members via email, especially if the organization is involved with organizing and participating in Ciclovía. Like faculty and staff, students also receive mass emails from their college.

Lead: The Advisory Committee should reach out Rutgers-New Brunswick schools and colleges and establish a working relationship in order to for the schools to help promote the New Brunswick Ciclovía. To accomplish this strategy, the Advisory Committee should also leverage its own staff and volunteers to advertise the through the various channels described above.

- **Strategy 3: Table at Rutgers-wide events.** Several students who took the survey noted that the reason that they had not attended a New Brunswick Ciclovía was because they were freshmen and so they had never been exposed to it. Similarly, some faculty and staff said they were new to Rutgers as well. The arrival of new students, faculty, and staff each semester, in September and

January, offers prime opportunities to advertise the event to people who are likely looking for ways to be active and involved in their new community. Rutgers University already caters to them, holding both a new student orientation fair in September, as well as Rutgers Day in April. The New Brunswick Ciclovía Advisory Committee should take advantage of these by having an information table at both events.

Faculty/Staff: While there is no involvement fair for faculty and staff, the New Brunswick Ciclovía Advisory Committee should attend large events that they are likely to be present. In April, Rutgers holds Rutgers Day, a university-wide event with free exhibits and activities for Rutgers students, faculty, staff, and community members that the New Brunswick Ciclovía should attend.

Students: In September and January, Rutgers holds university-wide involvement fairs, which are open to community partners. The New Brunswick Ciclovía Advisory Committee should use these opportunities to advertise the Ciclovía and to invite students to be involved in contributing to its success. Doing so will also help new students become aware of the event.

Lead: The lead organization that the Advisory Committee should collaborate with is the Rutgers Department of Student Involvement, which hosts the involvement fairs. For Rutgers Day, it should contact the appropriate advisory committee.

- **Strategy 4: Improve communication of what the New Brunswick Ciclovía is about.** Of the respondents who had not attended Ciclovía, 38 percent of faculty and staff said they said it was because they had not heard about it; another 16 percent said it because they were unsure what it was about. Similarly, a majority of students had not heard of it and 20 percent were unsure what it was about. At the same time, 23 percent of faculty and staff and 31 percent of students said that more information about the Ciclovía would make them want to attend. Addressing this gap could significantly boost attendance.

To do so, the number of advertising outlets should be expanded (as described in the three preceding strategies), and information that is communicated should be refined based on the survey results. For example, some respondents mentioned that they would go to Ciclovía if they could walk during the event – they thought that it is a bicycle-only event. All advertisements should clearly include information about who it is for, what it consists of, when it is, and where it is, with the assumption that no one has ever heard of it before. Information about travel and parking logistics to and from the event should also be included, as space allows. A few faculty and staff respondents were concerned about personal and traffic safety, so advertisements should cite that there have been no incidents of accidents and crimes, and include photos of police participating. The New Brunswick Ciclovía Advisory Committee should also make two new videos to advertise the event: one in the manner of a movie trailer and one general promotional video. Lastly, and importantly, these advertisements should be most on all applicable social media sites, as well as cross-posted on those of event partners.

It should also be noted that students who live on Busch or Livingston Campuses are underrepresented among attendees, with 35 percent of non-attendees living on Busch or Livingston and 24 percent of attendees saying they do. The Advisory Committee should expand outreach to and on those campuses. One strategy could be to place flyers, posters, and banners there, similar to those on George Street. Of those respondents who attended Ciclovía, a majority of faculty, staff, and students heard about Ciclovía from the banner, flyers, or posters. As these have proven to be successful at attracting past attendees, putting more banners and flyers in other Rutgers locations would likely increase awareness and therefore attendance.

Lead: The organizations that the Advisory Committee should partner with include a videographer to help make new videos. Primarily, however, Advisory Committee staff and volunteers should be leveraged to advertise through the channels as described above.

## 2. Activities

**CHALLENGE**: The survey results show that activities are not attracting students, faculty, and staff to the Ciclovía. Additionally, survey respondents mentioned that they do not know which activities are planned, while others thought Ciclovía was just for bicycling.

**RECOMMENDATION**: The Ciclovía Advisory Committee should expand activity options to reflect the interests of Rutgers students, faculty, and staff. Student survey respondents were primarily interested in competitive activities with opportunities for winning prizes, food vendors, participation by student organizations, and cultural activity stations. Faculty, staff, and focus group participants were primarily interested in family activities, cultural activity stations, and food vendors.

- **Strategy 1: Hold competitive activities, with opportunities for winning prizes.** Rutgers students in particular were interested in competitive activities. These could include team sports (i.e., soccer, basketball, ultimate Frisbee, or volleyball), fun runs/races, table tennis, badminton, and fitness challenges. Another popular physical activity (though not competitive) was the rock wall: 40 percent of students and 11 percent of faculty and staff who had not attended Ciclovía were interested in using it. Providing better advertisement and possibly a second wall could encourage attendance. Additionally, other Ciclovías offer one or more prizes throughout the event. These have included food cook-offs (New York City’s Summer Streets) and entering to win a free bicycle (Pittsburgh’s Ciclovía). Other strategies could include asking individuals or teams to take photos at various locations on the route, and then posting and tagging them on Facebook, Twitter, and/or Instagram. This would help advertise the event as well.

Lead: The organizations that the Advisory Committee should partner with include recreational sports clubs at Rutgers University. There are many, and could include men’s/women’s soccer clubs, the rock climbing club, the capoeira club, the cycling club, and the running club.

- **Strategy 2: Hold a wider array of family activities.** Both faculty and staff survey respondents and focus group attendees expressed interest in attending Ciclovía if it offered a wider variety of family-oriented activities. These could include water-based activities (water balloon tossing, water slide, wading pools, sand castle building, etc.), party games (bean bag toss, musical chairs, pin the tail on the donkey, etc.), and all-ages competitive events (potato sack races, relay races, fun runs, etc.). An interesting take on family-oriented competitive events is New York City’s Summer Streets competition called “Are you fitter than a fifth grader?”

Lead: The Advisory Committee could partner with Rutgers student organizations that that are interested in community service, especially for children. Academic majors with a focus on youth development or recreation may also be appropriate partners.

- **Strategy 3: Hold low-key activities for seniors.** Several older focus group participants mentioned wanting to take part in Ciclovía if low-key activities were offered. These could include games (such chess or checkers) or art stations. Offering seating at activity hubs for breaks could also help those who are less mobile or active to feel included and to participate in activities for shorter periods. Hosting senior-oriented activities would also provide the opportunity to partner with other organizations with a similar mission.

Lead: The Advisory Committee could partner with student organizations that that are interested in community service, especially those oriented toward older adults. Academic majors with a focus on social work or related fields may also be appropriate partners.

- **Strategy 4: Establish culturally themed activity stations.** Given the cultural diversity of New Brunswick and Rutgers University, the New Brunswick Ciclovía should establish culturally themed activity stations. For example, Rutgers students and New Brunswick residents could hold dance sessions, food vending options, games, music, and other activities particular to different ethnicities. This would be a good way to get students involved more in the Ciclovía.

Lead: Rutgers has many culturally based student organizations, representing cultures and nationalities from around the round. These would be ideal partners, especially if they are paired up with local New Brunswick organizations with similar goals.

- **Strategy 5: Incorporate more local vendors, especially food vendors.** Survey respondents and focus group participants expressed interest in vendors along the route, especially those selling food or offering free tastings. Thirteen percent of students said this, although none of the staff or faculty respondents did. These could be incorporated into an activity station or be stand-alone. Other Ciclovías (such as New York City’s Summer Streets) host cooking competitions, allowing participants to enter their food or taste and judge entries. To emphasize the importance of healthy eating, the Ciclovía Advisory Committee could organize healthier takes on traditional cooking competitions, such as a vegetarian chili cook-off.

Lead: Several Rutgers cultural organizations promote the cuisine of their respective nationalities and cultures, and would be ideal partners. Academic majors with a focus on nutrition or related fields may also be appropriate partners.

### 3. Event Management

**CHALLENGE**: The results show that days and times that the New Brunswick Ciclovía is held may not be ideal for some Rutgers faculty, staff, and students. Eighteen percent of students who have not attended and 20 percent of faculty and staff said they were too busy to attend. Alternating days and times may allow them to attend.

**RECOMMENDATION**: The Ciclovía Advisory Committee should consider alternate times and days to accommodate a wider range of schedules. Saturday versus Sunday preferences were split evenly amongst all survey respondents. Several focus group attendants wanted the Ciclovía to extend longer hours in the afternoon to better accommodate their work schedules.

- **Strategy 1: Alternate days and times of New Brunswick Ciclovía.** Several survey respondents and focus group attendees said that the timing of the Ciclovía made it hard for them to attend. Having a late afternoon and early evening Ciclovía would be more attractive to them, as well as alternating between Saturday and Sunday.

Lead: The New Brunswick Advisory Committee should leverage its own volunteers and staff to develop a schedule for New Brunswick Ciclovía that reflects the needs of interested participants.

**CHALLENGE**: The survey results show that there was some confusion amongst study participants about accessing, finding, and using the Ciclovía route. Many focus group attendees, who either worked or lived in New Brunswick, did not know that the Ciclovía extended past Albany Street into the Rutgers College Avenue Campus. Conversely, of those survey respondents who had attended Ciclovía, only 20 percent of

students and 35 percent of faculty and staff visited the Joyce Kilmer Avenue section. This seems to be due to a lack of awareness of where the route goes and which activities are available where.

**RECOMMENDATION:** On the day of the event, the Ciclovía Advisory Committee should improve communication to participants about where the route goes and the location of activities. They should also provide information about how to get to Ciclovía and where to park. Some of this can be done prior to the event by providing sufficient information about the event in advertising materials. At Ciclovía, sufficient signage and event volunteers would help participants take advantage of all the event has to offer.

- **Strategy 1: Improve route signage.** Because so many survey respondents and focus group attendees were not aware of and did not visit the full route, providing extensive, clear signage should be a priority. Examples from other Ciclovías (such as New York City’s Summer Streets, Los Angeles’s CicLAvia, and Pittsburgh’s Open Streets) include large banners, oversized signs, as well as volunteers who actively encourage participants to cross major problem intersections, such as Albany Street. The content of signs is also important. Some signs should simply point in the direction the route continues, while others should be wayfinding signs that show which way, how far, and the locations of different activities. Finally, blown-up maps placed throughout the route would also help participants find their way.

Lead: The New Brunswick Advisory Committee should leverage its own staff and volunteers to improve route signage and management for New Brunswick Ciclovía. Interested students and staff could be recruited as volunteers to assist as well.

- **Strategy 2: At intersections, orange cones should be placed across the car cross street rather than the route to not confuse attendees into thinking the route stops.** Observations at previous New Brunswick Ciclovías suggest that attendees often think that orange cones crossing the route at intersections indicate the end of the route. Placing the cones instead across the cross street would help eliminate that confusion.

Lead: The New Brunswick Advisory Committee should leverage its own staff and volunteers to manage the route development for New Brunswick Ciclovía.

- **Strategy 3: Explore methods to provide transportation for seniors.** Several older focus group attendees mentioned that it was challenging for them to access the Ciclovía since senior shuttle buses run less frequently on weekends. The New Brunswick Ciclovía Advisory Committee should explore the possibility of collaborating with these services to provide senior transportation on Ciclovía day.

Lead: The New Brunswick Advisory Committee should collaborate with shuttle bus services to help transport seniors to and from the event. These could include Middlesex County Area Transit and the Rutgers University BrunsQuick Shuttles.

**CHALLENGE:** The survey results show that Ciclovía event planning lacks representation by student, faculty, and staff individuals and organizations. As Rutgers is a very large, diverse institution it has proven challenging to get a wide range of voices from Rutgers to help plan and host Ciclovía.

**RECOMMENDATION:** The New Brunswick Advisory Committee should reach out to a broader range of individuals and organizations at Rutgers University to ask for their input in planning and hosting the New Brunswick Ciclovía. Two-hundred and three students and 19 staff indicated that they are interested in helping to plan the Ciclovía – and left their contact information. They should be used as a resource to help plan and staff volunteers for the event.

- **Strategy 1: Reach out to interested individuals and organizations.** New Brunswick Ciclovía should use the contact information left by 203 survey participants to get their help in organizing future events. Rutgers organizations, especially sports clubs, cultural organizations, and fraternities and sororities, should also be contacted for their participation and to host activity stations on the route (as some already do). Organizations that are involved in the planning and hosting of activities should also be encouraged to promote the New Brunswick Ciclovía through their social media pages.
- **Strategy 2: Include Rutgers students, faculty, and staff on subcommittees.** One way to integrate the Rutgers student, faculty, and staff voices in the planning of Ciclovía would be to have several volunteers on one or more New Brunswick Ciclovía subcommittees. They would be of particular help on those subcommittees that plan and organize the events.

Overall, the New Brunswick Ciclovía should focus on developing stronger partnerships with a variety of individuals and organizations within Rutgers University. Because of its size and diversity, this may seem unwieldy at first, but as this study's results show, interest in and enthusiasm for New Brunswick Ciclovía is present. Developing deeper partnerships with Rutgers University will help increase attendance and sustain the event in the future.



## CONCLUSION

Since the New Brunswick Ciclovía Advisory Committee held its first New Brunswick Ciclovía three years ago, the reception has been positive across the city. Yet, the attendance by one of its four partners, Rutgers University, has been lower than expected. To ascertain why participation and attendance at the New Brunswick Ciclovía by the Rutgers community has been less than stellar—and to develop strategies and actions to improve attendance at and involvement in planning the event—New Brunswick Tomorrow commissioned the Alan M. Voorhees Transportation Center to conduct a survey of Rutgers-New Brunswick faculty, staff, and students, as well as two focus groups of African-American and Hispanic New Brunswick residents. The surveys and focus groups measured participation and engagement with the New Brunswick Ciclovía, discovered ways to improve outreach and communication about the event, and catalogued activities that Rutgers University faculty, staff, and students and New Brunswick residents would like to see at future events.

The results show that most of the Rutgers-New Brunswick community has not participated in the New Brunswick Ciclovía, mostly because they had not heard about the event or did not understand what the event entailed. However, respondents were interested in attending a future Ciclovía as long as they learned about it in advance. The data was also informative regarding the ways people hear about upcoming events, and VTC developed recommendations to increase the visibility of the event using those platforms. These platforms included social media sites, the Rutgers online calendar of events, and official Rutgers newsletters. Additionally, the survey data revealed which activities the Rutgers community would like to participate in. Using those results, VTC developed recommendations on activities that would encourage Rutgers students, faculty, and staff to attend the New Brunswick Ciclovía in the future.

The conversations with New Brunswick residents through focus groups revealed why the New Brunswick Ciclovía is popular among the Hispanic population, and why Black residents may not have attended in larger numbers. The most frequently cited reasons included not having heard about the event and not being able to get to the event (scheduling conflicts). Participants in both groups recommended improving advertising, expansion of activities that are offered to include more carnival-type games and cultural activities, and extending the time frame of the Ciclovía to include late afternoon/evening.

The recommendations included in this report vary according to time and budget; some may be implemented quickly and on a low budget, while others require changes in long-term planning. Regardless of which strategies and recommendations are ultimately implemented, taking steps now to advertise and expand the New Brunswick Ciclovía to take advantage of latent demand for the event will ensure that it attracts participants of all ages and abilities within the greater New Brunswick and Rutgers communities, and is sustained well into the future. Applying these recommendations can make the Ciclovía an even bigger success and guarantee that New Brunswick remains a national leader in building a healthy and active community.