

Columbia Road Street Ambassador Deployment

Overview

From **May 14, - June 22, 2024**, the Columbia Road Transportation Action Plan project team organized a series of Street Ambassador deployments to engage a diverse array of community members, particularly bus riders and pedestrians who might not usually attend formal meetings. This initiative aimed to collect valuable feedback and insights from these often underrepresented groups. By interacting with people in their everyday environments at convenient times, we successfully gathered a wide range of opinions and insights. This engagement method proved highly effective in reaching a larger and more diverse population, thereby enhancing the feedback for the Columbia Road Transportation Action Plan.

Engagement Approach

A team of 21 Street Ambassadors was deployed along Columbia Road to directly interact with the community. The primary goal was to engage bus riders and pedestrians through direct, face-to-face interactions during peak hours. This approach ensured that we reached a significant number of individuals who use the corridor daily.

Survey Collection

Over the course of the engagement period, Street Ambassadors collected **281 surveys**. They spent a total of 96 hours on the corridor, ensuring comprehensive coverage and interaction with the community.

The surveys consisted of 13 questions and were designed to be completed in 5 minutes or less. Participants were informed that they could decline to answer any questions they were uncomfortable with. As a token of appreciation, each participant received a \$5 gift card from a local business along Columbia Road or Dunkin' Donuts upon completing the survey. Additionally, participants were provided with a one-pager containing more details about the Columbia Road Transportation Action Plan.

Multilingual Outreach

To ensure inclusivity, the surveys and one-pagers were available in multiple languages, including English, Spanish, Haitian Creole, Cape Verdean Creole, and Vietnamese. This multilingual approach was crucial in reaching a diverse population along Columbia Road.

Locations

Street Ambassadors were strategically positioned at various key locations along Columbia Road to maximize engagement and ensure wide coverage of the area.

