

Gift ideas: A goat for a stranger

BY COLTER HETTICH
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A festive vending machine near Lincoln Center is “giving” New Yorkers a chance to purchase something for a stranger in need.

One of five worldwide “Giving Machines” — operated by and sitting outside of The Church of Jesus Christ of Latter-day Saints on Columbus Avenue and 65th Street — appears no different from a standard vending machine. The unique twist, however, is that customers purchase small cardboard boxes emblazoned with the gifts they represent (Disclaimer: The boxes stay in the machine, so don’t expect to walk away with anything other than a sense of satisfaction).

“It’s been steady, every time I come out here there are people out here talking and looking at it,” said Ryan Koch, director of public and international affairs for the church’s New York office. “It’s been really great.”

Gifts include, for \$30, a pair of shoes can be purchased for schoolchildren who can’t afford required shoes. For \$25 you can purchase a basketball for kids in Catholic Charities youth programs, and for \$32 you can purchase a weekly MetroCard to cover transportation costs for someone in need.

In addition to partnering with the Catholic Charities Archdiocese of New York and West Side Campaign Against Hunger locally, the machines offer the opportunity to help abroad. Through CARE, UNICEF and WaterAid, you can purchase everything from clean water to animals and livestock.

Gifts range in price from \$3 to \$250.

“People really like the livestock,” Koch added, laughing. “Part of it, I think, is it’s really fun to say, ‘Hey, I bought a goat today.’”

One hundred percent of proceeds go toward the targeted organization, as the church covers the cost and maintenance of the machines.

The “Giving Machine,” which is part of the church’s #LightTheWorld campaign, will be in service through the end of the year.

IS THIS THE LAGUARDIA

New concourse, 11 terminals open with modern feel

BY MATTHEW CHAYES
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No more narrow corridors and low ceilings. No more confusing signage. No more cramped toilet stalls that don’t fit your luggage.

You might say LaGuardia has begun to emigrate from the Third World.

Saturday marked opening day for the remodeled eastern concourse of LaGuardia’s Terminal B, a \$4 billion construction project intended to help upgrade an airport that Joe Biden in 2014 (in) famously likened to being “in some Third World country.”

Starting before sunrise, 11 of the terminal’s 18 gates began servicing passengers, with the remaining seven to open next year. The terminal is expected to be substantially done by 2022.

The project is part of the Port Authority of New York and New Jersey’s \$8 billion rehab of the airport, which will extend to other terminals as well. Eventually, the new buildings will span 2.7 million square feet, 72 new gates and six new concourses. On Saturday, 243,000 square feet opened.

“It was what Joe Biden suggested: It was very close to an airport that you might have seen in the Third World,” said Stewart Steeves, the chief executive of LaGuardia Gateway Partners, the private entity operating and redeveloping the terminal. “And now, we’ve not only taken it to the First World. We’ve taken it to something that is going to be the best in the U.S. and North America.”

The rehabbed terminal’s 55-foot ceilings, new floor-to-ceiling windows, fig trees, porcelain-tiled floors with subliminal “wayfinding” and yuppie-friendly eateries are all but hidden until passengers pass through the routine airport security checkpoint to the eastern concourse, which serves Air



OUTDOORS GOES INDOORS. Terminal B’s eastern concourse now has 55-foot floor-to-

Canada and American and Southwest airlines.

United will join in the middle of next year, according to Gateway. The remodeled area for ticketing, check-in, security and baggage claim — known as the “headhouse” — is set to open in 2020, according to Gateway.

On Saturday afternoon, passengers scurried to imminent flights while others took in the amenities, such as a children’s play area with miniature airplanes, a control tower and a 16-foot-tall interactive computer game that invites kids to launch simulated flights over Manhattan’s skyline.

Connor Oliver, a second-grader from Toronto, capped his family’s trip to the Big Apple — which included the Rockettes, Statue of Liberty and Staten Island Ferry — by playing the computer game.

Connor said he noticed the difference: When he flew into New York last week, his first city experience was old LaGuardia.

“It was dirty and everything,” Connor said. “Over here it’s way cleaner.”

His mom, Amanda Noud,



FOR KIDS. A new play area includes miniature airplanes and a 16-foot-tall interactive computer game launching simulated flights.

shared her son’s enthusiasm for the change.

“It was a little bit dingy. A little bit rundown,” said Noud, 46, who works in human resources.

Embedded in the terminal floor is subliminal “wayfinding”: dark-shaded tile down the middle to guide passengers to a gate, with white accents emanating from the shops,

Steeves said. Once a passenger reaches a gate, the subtly patterned tile gives way to a carpet with no pattern, he said.

Along the way are mostly upscale restaurants and stores, including outposts of Shake Shack; McNally Jackson, the Manhattan bookstore; La Chula Taquería, the Mexican-food eatery with roots in Harlem; Ir-

WE KNEW?

He blazes the way for cops on social media

BY ALISON FOX
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When Officer Anthony Nuccio walks around the Upper East Side, people recognize him.

That is because Nuccio, 36, runs the local precinct's social media pages, a tool the entire police department is increasingly relying on for everything from crime fighting to community engagement. But what works and what does not on social media is constantly evolving, and the NYPD, like many organizations, is experimenting with different ways to maximize the payoff.

"There's always media attached; I try not to put anything out just text . . . You tend to see people sharing or retweeting text with photos or videos. They do much better than text alone," Nuccio said. "I look back at 2014 when I started it, I did just put words out. Over the last couple years, [I've] gotten better at it and learned how to craft tweets better. I know what I like to see; I know what I would scroll past versus what I would stop and read."

Nuccio, the 19th Precinct's crime prevention and digital communications officer, uses Twitter to share everything from crime trends to videos about what it is like to be a traffic safety officer. He even holds courses for people in the community on how to use Twitter. And now that the precinct has a Facebook page, Nuccio can share even longer stories.

"Now you can go from our Twitter to our Facebook and learn more about a crime pattern or a really good arrest," Nuccio said, referencing the 19th Precinct's rollout of the Face-



CRAIG RUTTLE

NYPD's Anthony Nuccio shares videos and crafts tweets to help crime prevention in the 19th Precinct, which has a Facebook page.

book account in connection with the Neighborhood Coordination Officers program that launched in the precinct earlier this fall. "It's a good companion for Twitter, you can actually tell more of a story with Facebook."

The NYPD as a whole is constantly re-examining how it uses social media. The original precinct-level Twitter pages were born when the department shifted from a centralized approach to having each area cultivate a voice, said Yael Bar-Tur, the department's director of social media and digital strategy. There are now 127 Twitter accounts and just over 77 Facebook pages affiliated with the NYPD.

And more recently, Bar-Tur said the department is exploring things like targeted advertising on Facebook "to put out wanted posters to the area where they are . . . you get so much bang for your buck."

"In our head office, we're keeping up with the trends, seeing

what's working," Bar-Tur added. The NYPD began employing digital communication officers in 2016, and Bar-Tur said staff in those roles get several hours of training.

"We talk about best practices; how to tell a good story; how to take a good photo; how to maximize the chance someone will see what you posted. We talk about engagement; how to respond to people; what type of questions people might ask you," she said, adding: "We're putting a lot of emphasis lately on mobile engagement and how to optimize photos for mobile; how to best crop it so people can see it."

And at least for Nuccio, the digital exchanges have become a great way to interact with the public he serves.

"We developed a fan club around the precinct," Nuccio joked. "When I go out in public now . . . they recognize us from social."



TODD MAISEL

ceiling windows, fig trees, porcelain-tiled floors and new eateries



TODD MAISEL

UPSCALE. Vendors are barred from charging more than they do outside the airport. You can get a massage or a manicure too.

ing Farm Coffee Roasters, which was founded as a cafe near Gramercy Park; FAO Schwarz; MAC cosmetics; and private pods for massage, manicure/pedicures and treatments for acne and wrinkles.

The vending contract bars the vendors from charging more in the terminal than they do outside the airport, said

Tracy Sandford, Gateway's developer's marketing director.

Daniel Devin, 57, a private pilot, was flying home commercially Saturday to Pittsburgh, en route to Youngstown, Ohio.

"It's nice. It's beautiful. This is a vast improvement," Devin said, dining on chicken and pork tacos from La Chula. "It's just a little hard to get to."

SCHUMER TO MARRIOTT: PAY FOR NEW PASSPORTS

Sen. Charles Schumer says Marriott hotel officials should pay for new passports for customers whose passport numbers were hacked as part of a massive data breach.

The New York Democrat said Sunday that Marriott should immediately notify customers who are at greatest

risk of identity theft and pay the \$110 cost of a new U.S. passport if the customers request it.

Marriott disclosed Friday that hackers had stolen data on as many as 500 million guests of former Starwood chain properties, including some credit card and passport numbers.

Marriott says the State Department hasn't contacted the company. It said it would reimburse customers who experience passport fraud related to the data breach.

Marriott has set up a website and call center for customers who believe they are at risk. — AP