

Speak Out!



DANIEL SOMMER

Stroller moms and dads face a difficult challenge in navigating Canal Street in Manhattan and other crowded streets citywide

T.A. Needs Your Help with Three Landmark Studies

NEW YORKERS KNOW INTUITIVELY that too much car and truck traffic and not enough space to walk and bike ruins our neighborhood quality of life and small businesses, but does the evidence support it?

This summer and fall, T.A. is undertaking three landmark studies to answer this important question. And we need your help! See below to find out how you can be a part of these efforts in your neighborhood.

First Annual NYC Stroller Report Card

IF YOU ARE A PARENT WITH A SMALL child in New York City, you probably have a lot to say about the challenges of traveling around the city with a stroller. T.A. is giving you the chance to sound off on the positives and negatives of your experience using a stroller in your neighborhood. Take the survey at transalt.org/strollerreportcard.html.

Traffic engineers spend much of their time using complex algorithms to quantify how well a street accommodates drivers. Some have started to use similar methods to analyze how well the same streets serve pedestrians. T.A. is offering a much more accessible way to measure if our sidewalks and intersec-

tions are working for pedestrians: The Stroller Test. Can the average parent navigate city streets without losing their cool? Take the survey and help us figure out how well New York City is doing.

Neighbors and Traffic Study

IN THE LATE 1960S, DONALD APPELYARD, a famous urbanist, measured the social effects of car and truck traffic on 21 residential streets in San Francisco. He discovered that people who lived on streets with high volumes of motorized traffic interacted less with their neighbors and went out onto their block less often. With the cooperation of community groups in the Bronx, Brooklyn, Manhattan and Queens, T.A. is redoing this study to see whether Appelyard's findings are true for contemporary New York City. We will be sending out teams of people to interview local residents. If you are good at talking to people, apply to be one of the interviewers at transalt.org/about/jobs.

Shopping Study

MANY NEW YORKERS COMPLAIN LOUDLY about the negative effect of intrusive traffic on their neighborhoods, but what about its economic impact on shopping streets? T.A. will be performing a study of the relative roles of pedestrians, on-street parking and through traffic to the vitality of retail activity and use of public space in shopping districts in New York City.

If you enjoy talking to people, counting cars or stopping drivers in the street, apply to be an interviewer for the study at transalt.org/about/jobs. □

New Study Shows No Cars = More Park Users

Strollers Skedaddle When Cars Caren Through Prospect Park

THE PARKS DEPARTMENT, THE Prospect Park Alliance, Brooklyn Parks Advocates and other groups have worked hard for many years to get more people using Prospect Park. And it has worked; the park is attracting record crowds. This Spring and Summer, T.A. conducted independent research on whether completely banning driving in the park would compel people to use the park even more often. The answer is a resounding Yes!

Nearly three out of four of the park users surveyed said that they would use the park more often if cars were permanently banned from the loop drive. People who use the park the least often right now are the most likely to use the park more often if there was no driving. Why?

Using the park loop drive is dangerous when people are driving in the park.

- People who use the park during hours when driving is allowed in the park are more likely to report that they would use the park more often if it were car-free.
- More than three out of four people who use the park after 7 pm reported that they would use it more if cars were banned, perhaps these users are just delaying their park use until after 7 pm to avoid drivers.

Just getting to the park is more dangerous when people are allowed to drive in the park.

- More than one out of three people reported that getting to and from the park is "safe" during car-free hours, but fewer than one in ten reported that getting to the park was "safe" during car hours.
- Just under half of the people surveyed thought getting to the park is "dangerous" when driving is allowed in the park, compared to just over one out of ten when driving is not allowed in the park.
- Nearly half of the respondents reported that they had had a close call while walking or bicycling to the park.

Parents with children are especially likely to stop using the park at 3rd Street when drivers are allowed in.

- 40% fewer people entered the park at 3rd Street from 5 to 6 pm than 4 to 5 pm on a Thursday.
- Stroller traffic decreased by almost 40% when drivers were allowed into the park. □