

and Lincoln Tunnels and 39% of drivers entering via the East River bridges are destined for locations outside of the CBD.

Based on these findings, the study concludes that reallocating street space from cars to pedestrians, bicyclists, buses and delivery vehicles would more efficiently contribute to the mobility of persons and goods in Manhattan. It would bolster, rather than slow, Manhattan's economic engine.

So what does all of this mean for the future of New York City transportation?

1) Reducing the street space devoted to automobiles or restricting auto use would not prevent people from going about their professional and personal lives in Manhattan.

Since drivers have access to alternate modes of transportation, if the cost increases or the convenience or speed of auto travel decreases, drivers are likely to switch modes, not switch destinations. London's recent experience with congestion pricing is concrete evidence that even with a substantial charge on autos, very few people stop coming to the CBD.

2) Since driving is a matter of choice and not necessity for most auto users, providing space for cars should be viewed as a policy choice, not as an economic imperative.

The valuable public space allocated to the personal auto has many possible productive uses for pedestrians, bicyclists, buses, taxis, trucks and commercial vehicles. Space should be granted to autos instead of other users only when the auto is a higher and better use: more efficiently contributing to the mobility of persons and goods in Manhattan, to the economy of the city and the street environment.

3) Steps to reduce auto use should include improvements to alternative modes.

People generally choose the fastest mode of travel. As the time people save by driving increases, more people will drive. Substantially reducing auto use in the CBD will require expansion of transit, especially bus service.

This groundbreaking new study lays the foundation for a host of important transportation and streetscape improvements that have gone unimplemented for fear of restricting the movement of driving workers and shoppers.

To obtain a copy of the study, contact us: info@transalt.org □

Speeding, There's No Excuse

ONE HUMAN'S LIFE for another human's time; this is the horrible logic of speeding. New York City sees it almost every day and in almost every way. Yet the specifics that surround the incident, the hills and valleys of each separate speeding story can always be flattened to that terrifyingly simple logic.

Transportation Alternatives is working to open the eyes of City motorists to this logic through the "Speeding, there's no excuse," education campaign. With the support of health professionals, City Councilmembers and the Y & R Agency in New York, Transportation Alternatives is making New Yorkers see, hear and understand that the deadly impact of speeding leaves no room for excuses.

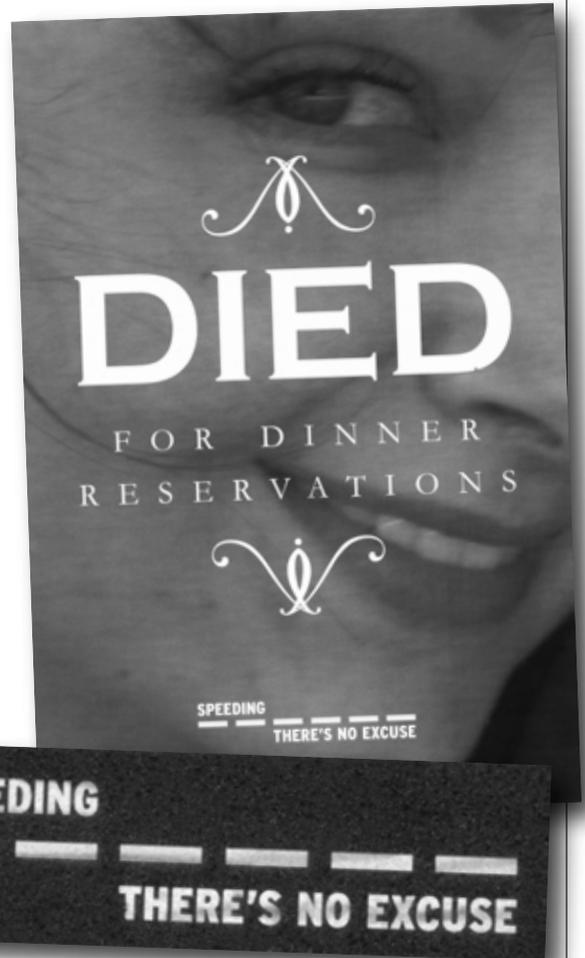
At Staten Island University Hospital, one in seven trauma room admissions are "pedestrian struck" collisions and many more are speeding vehicle related. The figures are so high that Jeffery Nicasastro the Director of

Trauma and Surgical Critical Care at Staten Island University Hospital has said the Borough has a "speeding epidemic" on its hands.

It should come as no surprise then, that Staten Island is the place we have chosen to launch the "Speeding, there's no excuse campaign." On bus shelters and phone kiosks at high incidence areas all over the Island, haunting images will remind each passerby of the inexcusable logic of speeding. At the Staten Island Ferry terminal, hurried commuters will be warned of speeding's repercussions, and in ads on trains all over the city, the message will be repeated.

"Speeding, there's no excuse."

Worldwide, speeding drivers kill an estimated one-thousand people each day and it is never "by accident." Research shows that the crashes in which speeding motorists kill cyclists, pedestrians, passengers and drivers are almost entirely preventable through a combination of education, engineering and enforcement that would cost a pittance in comparison to the \$230 billion that road traf-



This spring look for ads like these on bus shelters, phone kiosks and subway displays around Staten Island and beyond.

fic injuries cost the United States annually.

The "Speeding, there's no excuse," campaign is designed primarily to educate. Yet our goal is to build upon this campaign; to change enforcement and engineering policies on Staten Island and have an impact citywide.

If the true consequences of speeding are revealed to the motoring public in an effective way, then the climate which surrounds motoring will change. Drivers will think twice before "giving it some gas." Neighborhood groups will work harder for traffic-calming. Even elected officials and police officers will ultimately rally behind red-light cameras and other automated enforcement devices.

The logic behind trading one human life for another human's time is simply unacceptable and Transportation Alternatives is working to show it. □

TakeAction!
Write your City Council Member and tell them that you want to see "Speeding There's No Excuse" ads in your neighborhood (bcc T.A. on the letter). For more info email: communications@transalt.org.

- A. 6%
- B. 19%
- C. 37%

- transit is:
- A. 60 minutes
- B. 30 minutes
- C. 10 minutes

4. New Yorkers are busy people, perhaps driving is faster. For nearly 50% of CBD auto commuters the time difference between driving and taking

For answers and to read the full report from which these facts were collected log on to: transalt.org/info/pub.html.