A CASE STUDY

Harvest Home Play Streets in East Harlem and the South Bronx
ACKNOWLEDGEMENTS

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PROGRAM PARTNERS
- Art for Change
- Bronx District Public Health Office
- Cardinal McCloskey Services
- City Soccer Initiative
- GrowNYC
- Communities IMPACT Diabetes Center
- East Harlem District Public Health Office
- East Harlem Health Outreach Partnership
- East Harlem Little League
- East Harlem Tutorial Program
- Harlem RBI
- New York Road Runners
- Nourishing Kitchen
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- Spoons Across America
- Sports Foundation
- Uptown Dance Academy
- United Martial Arts Academy
- Vanderbilt YMCA - Youth Leadership

EAST HARLEM CAMPS
- Children’s Aid Society
- Dawning Village
- Magic Johnson CEC
- NYCHA SCAN
- Oasis Dream Camp
- Union Settlement Association - Rising Stars
- Vanderbilt YMCA - TAG site
- Vanderbilt YMCA - Tito Puente site

SOUTH BRONX CAMPS
- Anna Lefkowitz Daycare
- Eastside House
- Minds Unlimited
- South East Bronx Neighborhood Centers
- St. Margaret’s Camp

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EXECUTIVE SUMMARY

IN JULY AND AUGUST, TWO BLOCKS CLOSED TO TRAFFIC for Harvest Home Farmer’s Markets became havens for kids to play soccer, jump rope and take yoga lessons without fear of being hit by a car. In East Harlem, on East 104th Street between Second and Third avenues, and in the South Bronx, on Forest Avenue, between 156th Street and Westchester Avenue, children took classes and played games in the street for the four hours the weekly Play Street was in session.

Transportation Alternatives (T.A.) organized the Play Streets with Strategic Alliance for Health (SAfH), an arm of the U.S. Centers for Disease Control and Prevention, and Harvest Home Farmer’s Market (HHFM), a non-profit organization that runs 20 farmer’s markets in low-income neighborhoods citywide. The New York Academy of Medicine (NYAM) evaluated the physical and social impacts of the two Play Streets.

The evaluation found that more than 1,200 children and teenagers came out for the two Play Streets, in neighborhoods where more than a third of residents live below the poverty line and more than 40 percent of primary school children are overweight or obese. A small survey that included parents and children over 10 indicated that without the Play Streets, many would have spent that time watching TV, playing videogames or otherwise sitting around. Most of those surveyed lived within 20 blocks of the Play Streets and nearly all (92 percent) said they would recommend it to friends and neighbors.

Streets and sidewalks comprise 80 percent of New York City public space. This street space can be repurposed as Play Streets to provide greater access to open space. This is essential in a city as dense and built up as New York and where 97 out of 188 neighborhoods do not provide enough play space for children.ii

RECOMMENDATIONS

Transportation Alternatives recommends the following to support more Play Streets in NYC:

1. Streamline and institutionalize the Play Street Program and application process
   a. Incorporate Play Streets into PlaNYC 2.0
   b. Prioritize Play Street implementation in high need neighborhoods

2. Educate Community Boards and local police precincts about Play Streets’ positive impacts

3. Link community Play Street organizers with farmer’s market operators

4. Install permanent "no parking" signs with Play Street hours
INTRODUCTION

MANY COMMUNITY GROUPS AND RESIDENTS across New York City would like to start Play Streets to help make their communities healthier and safer, but administrative and logistical hurdles can make it difficult to get the approvals needed to make them a reality.

This case study highlights their positive health and social impacts and provides elected officials and community leaders with data to support Play Streets in their neighborhoods. The information presented here is based on a pilot 2010 Play Street partnership with Harvest Home Farmer’s Market, NYC Strategic Alliance for Health and Transportation Alternatives in East Harlem and the South Bronx.

We offer policy recommendations that local leaders and elected officials can champion to support opening more Play Streets across the city, especially in low-income neighborhoods with high rates of obesity and diabetes, such as East Harlem, the South Bronx and Central Brooklyn.

PLAY STREETS OVERVIEW

Play Streets are exactly what they sound like – streets where youth can play and socialize. They occur on local streets officially closed to traffic for specific hours on a weekly basis (e.g., Thursdays from 10 am–2 pm for seven consecutive weeks). Activities range from highly structured to informal, depending on the community’s needs and resources. Organizers can offer sports and programs led by local groups and instructors, or more casual activities such as jump roping, pick-up soccer and street chalk drawing.
The Play Street was truly unique with the participation of the ongoing farmer’s market. Families were shopping and also participating in the Play Street activities. The feedback from the community was overwhelmingly positive. Many wished it was an everyday event. They really appreciated the safe, creative space it created for their children. ”

—CLAUDIA PLAZA, ART FOR CHANGE

Play Streets complement parks and encourage neighbors to meet and socialize close to home. In a survey, 82 percent of Play Street visitors reported that it was either “very important” or “important” to have a Play Street near their home.iii T.A. research supports these findings; residents on streets with light traffic report having more friends in their neighborhood than people who live on moderate and heavy traffic blocks. iv

PLAY STREETS AND FARMER’S MARKETS

Many farmer’s markets receive street closure permits for market days, but do not use the entire street. Play Streets, when combined with farmer’s markets, turn this unused street space into an inviting place where kids can safely play outside. Play Streets at farmer’s markets:

- Use existing street closure permits. These permits can be difficult to get approved for stand-alone community Play Streets.
- Promote physical activity and healthy eating, two important components to reverse the alarming climb in childhood and adult obesity rates in under-resourced neighborhoods like East Harlem and the South Bronx.
- Attract families with young children. Children can play while their parents or caretakers shop for fresh produce.

Teens and young ones break jump roping records.
WHY PLAY STREETS: CONTEXT AND NEEDS ASSESSMENT

Play Streets offer a high-impact, low-cost approach to address urgent health and resource disparities in poor neighborhoods.

1. Childhood Obesity: A Public Health Crisis
2. Shortage of Programs to Support Safe Play
3. Open Space Access for a Growing Population
4. Underutilized Streets and Parks

1. CHILDHOOD OBESITY: A PUBLIC HEALTH CRISIS

Childhood obesity is an epidemic in New York City, and disproportionately impacts children in lower income areas such as Harlem and the South Bronx:

- EAST AND CENTRAL HARLEM: Among children enrolled in Head Start programs and public elementary schools, more than 1 in 4 are obese, and more than 4 in 10 are considered overweight or obese.
- SOUTH BRONX: Among children enrolled in Head Start programs, nearly 1 in 3 are obese and almost half are considered overweight or obese. Of children in public elementary schools, nearly 1 in 4 are obese and nearly 4 in 10 are overweight or obese.
- By comparison, the rates of childhood overweight/obesity in wealthier neighborhoods are much lower: Upper West Side (12 percent), TriBeCa (15 percent), SoHo (18 percent) and the Upper East Side (18 percent).

—MARITZA OWENS, FOUNDER/CEO, HARVEST HOME FARMER’S MARKETS

Children learned karate for the first time from a local instructor.
One important way to help kids get recommended levels of physical activity is to make sure they have safe outdoor play spaces close to home. Research shows that youth (and people of all ages) who live closer to parks are more likely to use parks and to have higher levels of regular physical activity.\textsuperscript{viii}

2. SHORTAGE OF PROGRAMS TO SUPPORT SAFE PLAY

There is a shortage of slots at affordable summer day camp programs in lower-income communities. In East Harlem, Play Street partners Union Settlement Association and East Harlem Tutorial Program reported waiting lists of more than 100 kids for their summer day camps. This problem must be addressed in communities with large youth populations and high poverty:

- EAST HARLEM: Almost one third (28 percent) of the population is under 18 years of age\textsuperscript{x} and nearly half (47 percent) of these youth live below the poverty line.\textsuperscript{x}

- SOUTH BRONX: More than one third (35 percent)\textsuperscript{xi} of the population is under 18 years of age\textsuperscript{xii} and more than half (55 percent) of these youth live below the poverty line.\textsuperscript{xiii}

Community-run Play Streets are no substitute for day camps, but for a few hours each week, Play Streets provide safe spaces for local kids to get out and play. Play Streets are also a resource for day camps and caregivers (parents, grandparents, nannies, etc.). \textbf{Sixty-four percent of Play Street attendees surveyed reported that if they were not at the Play Street they would have been sitting down (e.g., watching TV, playing video games, playing/working on a computer, etc.).}

3. OPEN SPACE ACCESS FOR A GROWING POPULATION

Play Streets have provided safe spaces for children to play in New York City since the founding of the Police Athletic League (PAL) Summer Play Streets in 1914.\textsuperscript{xiv} Yet, access to Play Streets – and open space in general – has not kept pace with the growth and redistribution of New York City’s population. Play Streets address this shortage by giving New Yorkers the equivalent of a front yard – the street. In New York City:

- 97 out of 188 neighborhoods do not provide enough play space for children.\textsuperscript{ xv}

- Streets and sidewalks comprise 80 percent of our public space.\textsuperscript{xvi}

NYC needs more parks and playgrounds, but in the meantime, city streets can offer an immediate outlet for exercise. Play Streets located near home, school and community centers can be reached on foot, an added health benefit. Seventy-one percent of Play Street attendees surveyed walked to the Play Street that day.
4. UNDERUTILIZED STREETS AND PARKS
Public streets and parks with little foot traffic feel desolate and deter people from using them for exercise and to socialize. Existing playgrounds are sometimes underused when difficult to access or perceived as dangerous. The South Bronx pilot site, adjacent to Captain Rivera Park, served as an example of how a Play Street can enliven a street and increase playground use. Eighty-four percent of survey respondents reported that they felt the neighborhood was safer with a Play Street. “The more children come out, the more people feel secure in a safe environment,” one participant wrote.

Harvest Home Play Streets: Evaluation Overview
T.A. and SAfH piloted two farmers market-based Play Streets, hosted by Harvest Home Farmer’s Market (HHFM) in East Harlem and the Melrose section of the South Bronx. The HHFM Play Streets provided more than 1,200 children and their caretakers with safe, car-free spaces to play. A coalition of 20 local organizations led a variety of activities at the two sites that encouraged kids to run, jump, learn new sports, eat fresh and local foods and engage with their neighborhoods.

The New York Academy of Medicine evaluated the physical and social impacts of the two Play Streets with intercept and observational surveys at each location in July and August. One hundred and thirty three people over age ten completed the intercept survey (seventy eight percent of the surveys were completed by participants in East Harlem, which had twice as many days on which to draw a sample). One to two observational surveys were completed at each Play Street.

EVALUATION DATA
Play Streets promote physical activity:
• 64 percent of Play Street attendees reported that if not at the Play Street, they would have been engaged in a sedentary activity. (This number was probably higher for children under 10, but was not reflected in the survey since only those over 10 were surveyed.)
• 23 percent reported that they typically only spend time outdoors once a week.
• 71 percent of individuals surveyed walked to the Play Street, an added health benefit.

Play Streets engage local residents and build community support:
• 68 percent reported living within 10 blocks from the Play Street. Eighty-three percent lived within 20 blocks.
• 82 percent reported that it was either “very important” or “important” to have a Play Street near their home.
• 92 percent reported they would tell their friends and neighbors to come to a Play Street.
• 92 percent said that they felt safe from car traffic at the Play Street.
• 84 percent reported that they felt the neighborhood is safer with a Play Street.

Play Streets and farmers markets work well together:
• 11 percent of Play Street attendees reportedly learned about it while visiting the Harvest Home Farmer’s Market on the same street.
STRUCTURED AND SUPERVISED ACTIVITIES were central to getting people physically active at the HHFM Play Streets. Community organizations and residents leading events activated the street and made the space look inviting to passersby. Many visitors noticed the Play Street walking by or heard about it from friends and coworkers.

Each week, the Play Streets included a mix of spontaneous and structured activities. Sections of the street were set aside with equipment for free play where kids could jump rope, hula hoop, draw with street chalk and play games like hopscotch and pick-up street soccer. Program partners, such as the New York Road Runners, Rugby USA, the YMCA and Art for Change and a local Karate teacher, led relay races, flag rugby, crafts, yoga, dance aerobics, karate, nutrition education and dance performances.

Organized and scheduled activities are important to attract people to new Play Streets and create an inviting space. This imparts professionalism and a sense of safety, which are important for visitors as well as for organizations that offer Play Street programming.
A COMMUNITY COMES TOGETHER TO MAKE PLAY STREETS THRIVE:
EAST HARLEM HARVEST HOME 104TH STREET PLAY STREET CASE STUDY

Play Street activities were open to the community for four hours each Thursday over six weeks\textsuperscript{xviii} at the Harvest Home Farmer’s Market in East Harlem in July and August 2010. The market operates annually from July to November on East 104th Street between Second and Third Avenues. Six vendors sell fresh produce and baked goods at the market. This market has been operating since 1998, and continues to grow now that it accepts EBT (food stamps).

OVER SIX WEEKS IN JULY AND AUGUST:
• 850+ visits by kids
• 10 different neighborhood camp visits, including many that made repeat trips
• 17 local and city-wide organizations voluntarily offered activities and supervision
The Play Street introduced sports and activities that weren’t familiar to the participants and staff at Union. The participants thoroughly enjoyed the activities and several of the staff made contact with the facilitators to get them to do workshops for the program participants during the school year.

—LESOHN REAGANS, RISING STARS PROGRAM, UNION SETTLEMENT ASSOCIATION

The Location: Key Assets of East 104th Street Between 2nd and 3rd Avenues

Play Streets both rely upon and improve the quality of the streets where they are located. Three aspects of 104th Street made it a good Play Street location:

1. High Pedestrian Foot Traffic
Successful farmer’s markets like HHFM at 104th Street often are located on streets with high volumes of pedestrian foot traffic coming from local attractions and amenities like community centers, residential buildings, shops and community gardens. The same characteristics that make a street a good site for a farmer’s market also make it a great site for a lively Play Street.

2. Residential and Community Hubs
A large residential complex, the NYC Housing Authority (NYCHA) Washington Houses, is located on the south side of 104th Street. Union Settlement Association buildings and an adjacent community garden are located on the north side. Both NYCHA and Union Settlement were sources of significant foot traffic from everyday passersby. Many childcare providers learned about the Play Street as they walked to work, and as a result brought their children to play.

3. Community Partners: Logistical Support, Materials and Storage
Union Settlement Association, located on the block, and the Harvest Home Farmer’s Market office, one block away, offered logistical support that made routine aspects of running the Play Street much easier. Each lent tables, chairs, brooms and folding tents, so the Play Street organizers did not have to purchase new items to clean and maintain the Play Street. These community partners temporarily stored items, like police barricades and play equipment, and provided space for community meetings to organize and promote the Play Street.

Partner organizations and institutions that can provide storage and meeting space and a bathroom are a critical asset. While Play Streets can be operated at low cost, it is helpful to have some play equipment and other materials at each weekly event.
**COMMUNITY ENGAGEMENT**

Play Streets have been a New York City tradition for over 100 years, but when one is new to a block, outreach to neighborhood groups and residents is important to spread awareness, answer questions and build local support.

**Networks of Local Partners**

Tapping into local networks was absolutely critical to making the HHFM 104th Street Play Street a well-programmed space that attracted visitors. Representatives from local schools, community centers, sports leagues and local non-profits involved with the NYC Strategic Alliance for Health participated in several planning meetings. These groups also provided connections to additional potential programming partners.

T.A. and SAfH made particular effort to build a strong connection with a local organization, Union Settlement Association. This long-standing institution in East Harlem (established in 1895) knows the community well, and their staff provided insight into how neighborhood residents might respond to the addition of a Play Street. They also provided contacts for groups such as local tenant associations so that we could better connect with residents and build credibility for the Play Street project. This partnership benefitted the Play Street organizers as well as Union Settlement, which brought their kids to the Play Street to take advantage of unique programming opportunities.

**Person-to-Person Outreach: Local Marketing**

- Ninety-two percent of visitors surveyed reported they would tell their friends and neighbors to come to a Play Street.
- Seventy-seven percent of visitors found out about the Play Street from someone they knew (a friend, family member, co-worker, teacher).

Word-of-mouth promotion can be a powerful way to build local credibility for a Play Street, but it was challenging to get the word out to community residents not actively involved with local community organizations. The Play Street attracted a mix of kids with individual caregivers and from organized camps, but organized groups were the predominant users of the Play Street. Had the Play Street continued beyond two months, T.A. expects that the proportion of non group-affiliated residents who came by word-of-mouth would have increased.

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“Our youth are normally engaged in academic activities, so the Play Street was a great way to get them active out in the community. The Play Street was a perfect match because it involved community organizations that facilitated types of activities that our participants aren’t normally exposed to, like karate and yoga.”

—CIARA GINYARD, EAST HARLEM TUTORIAL PROGRAM
CHALLENGE: PARKED CARS

For Play Streets to be safe, they need to be free from both moving traffic and parked cars. The NYPD’s local 23rd Precinct provided barricades to close the street and “No Parking” signs to post two to five days in advance of the Play Streets. In addition to NYPD support, cooperation from local residents was also needed.

During the first couple weeks of the Play Street, barricades kept cars from entering the Play Street area, but drivers who left vehicles parked within the Play Street would sometimes come to move their car. This presented a hazard to children playing; balls were also often kicked under cars, which meant that supervisors had to chase down balls and remove them from underneath vehicles. Temporary “No Parking” signs posted for Play Street days were not heeded for the first several weeks. Long term, Play Streets would benefit from permanent “No Parking” signs installed by the Department of Transportation specifying the Play Street days and hours. These signs are more effective than paper ones that can easily be torn down or damaged by weather, but they would also require enforcement.

Winning Strong Support from the Local Police Precinct

The 23rd Precinct was an essential ally in the weekly effort to keep cars out of the Play Street space. Though the officers provided official “No Parking” signs to post on the street they initially hesitated to tow cars that did not heed the signs. Yet, after seeing firsthand the positive impact of the Play Street, the officers agreed to tow cars parked on the Play Street to a nearby parking lot each week. In partnership, SAfH and T.A. also promoted their National Night Out event at the Play Street, which promotes safer neighborhoods through community engagement.
Play Street activities were open to the community for four hours each Wednesday over four weeks at Forest Avenue Farmer’s Market from late July through mid-August 2010. The market operates annually from July to November and is located in the Melrose neighborhood of the South Bronx on Forest Avenue between East 156th Street and Westchester Avenue. In a typical week two to three vendors sold fresh produce and healthy snack foods at the market. HHFM at Forest Avenue has been operating since 1993 and accepts EBT (food stamps).

OVER FOUR WEEKS IN JULY AND AUGUST:
• 350+ visits by kids
• 5 different neighborhood camp visits, including many that made repeat trips
• 8 local and city-wide organizations voluntarily offered activities and supervision
THE LOCATION: FOREST AVENUE BETWEEN WESTCHESTER AVENUE AND EAST 156TH STREET

The Forest Avenue site offered many challenges but also opportunities for improving the vitality of the street and small farmer’s market on this block:

1. Captain Rivera Playground

One potential attraction of the Forest Avenue Play Street is the nearby New York City Parks Department Captain Rivera Playground. A park with bathrooms and a playground on the block is a potential benefit for the Play Street, but poor street visibility and lack of maintenance made users feel unsafe when alone in the park. Initially, most park users were men using outdoor fitness equipment for pushups and pull-ups. While it was encouraging that the fitness equipment was used, a local resident commented that the fact that only adult men used the park deterred other residents from visiting.

The presence of the Play Street improved perceptions of safety on both the street and underutilized playground. It encouraged use of the park and playground by young families.

2. Nearby Residential Hubs

Two large residential complexes, both NYC Housing Authority (NYCHA) developments, are located near the Play Street site. St. Mary’s Park Houses line the southwestern side of Forest Avenue. Adams Houses are located to the south of Forest Avenue, across Westchester Avenue. Thus, similar to the East Harlem Play Street, NYCHA-based daycare providers learned about the Play Street as they walked by Forest Avenue and consequently brought their children to play.

Wide and busy Westchester Avenue is a barrier between Adams Houses and the Forest Avenue Play Street. Westchester Avenue has four moving lanes, a bus route and pedestrian crossings more than 70-feet wide at some intersections. Crossing is foreboding due to the elevated train line that runs above the street, casting it in shadow. This made it difficult to draw residents on the other side of Westchester Avenue.

3. C-Town Supermarket

The Play Street faced the back of a C-Town Supermarket and several other businesses. In the future, it might be worth approaching C-Town and other businesses for support in drawing more people to this quiet block. One indicator that the building owner might be interested in such a collaboration is a mural painted on the building back wall honoring a community member.
Play Streets provide an environment that is designated for kids to play. It’s helpful to have Play Streets as a community center point to build on with other activities like block parties and farmers markets. It becomes a point of networking, building relationships in community. A lot of communities here don’t have that.

—CYMETRA WILLIAMS, ASSISTANT DIRECTOR, MONTEFIORE SCHOOL HEALTH PROGRAM

**CHALLENGE: ENGAGING THE LOCAL COMMUNITY AS AN “OUTSIDER”**

The South Bronx proved to be a more difficult community for building coalitions with local organizations and residents. Though SAfH has ties with organizations in the South Bronx, community planning meetings attracted fewer partners than in East Harlem. Also, the Forest Avenue site was not close to a community center or as convenient to nearby housing complexes. The local police precinct also refused to tow illegally parked vehicles.

The South Bronx experience illustrated the importance of authentic and sustained community engagement. Though Forest Avenue was a difficult site, the Play Street attracted several hundred children. Community organizers with strong neighborhood ties can turn underused streets like Forest Avenue into Play Streets.
RECOMMENDATIONS: HOW TO SUPPORT PLAY STREETS

IN A CITY AS DENSE AND BUILT UP AS NEW YORK, Play Streets can provide safe, open space for kids to play and can counteract the childhood obesity epidemic. More political support from city agencies, community boards and local precincts can help community groups and residents lead Play Streets in low-income neighborhoods.

The following policy recommendations can be met by a variety of city agencies, including the Mayor’s Office for Long-term Planning and Sustainability, the NYC DOT, the NYC DOHMH and the NYPD.

POLICY RECOMMENDATIONS
(between now, November 2010, and December 31, 2013)

1. Streamline and institutionalize the Play Street Program and application process
   a. Incorporate Play Streets into PlaNYC 2.0
   b. Prioritize Play Street implementation in high need neighborhoods

2. Educate Community Boards and local police precincts about Play Streets’ positive impacts

3. Link community Play Street organizers with farmer’s market operators

4. Install permanent “no parking” signs with Play Street hours
1. STREAMLINE AND INSTITUTIONALIZE THE PLAY STREET PROGRAM AND APPLICATION PROCESS

1a. INCORPORATE PLAY STREETS INTO PLANYC 2.0

Play Streets are collaborative endeavors that rely on support from the Department of Transportation (DOT) and the New York Police Department (NYPD). Play Streets also address overlapping goals of the Department of Health and Mental Hygiene (DOHMH) to reduce childhood obesity and the Mayor’s Office of Long-term Planning and Sustainability (OLPS) to increase access to open space.

A single mayoral office should oversee this program. This would help Play Streets by giving organizers a central point of contact for support and resources. A Play Streets mandate in PlaNYC 2.0 would support the interagency collaboration needed for them to flourish. Once included in PlaNYC, the City should:

- Make one city office or agency in charge of the Play Streets program and provide administrative support and funding to this agency or office as well as to the others involved;
- Set a measureable goal for that agency to implement Play Streets;
- Streamline the application process for play streets and promote the program to community boards;
- Incorporate Play Streets into half of all farmers markets that have street closure permits, are adjacent to low-traffic streets or are next to playgrounds.

1b. PRIORITIZE PLAY STREET IMPLEMENTATION IN HIGH NEED NEIGHBORHOODS

At least one play street should be implemented in the six high-need neighborhoods identified by the city government for its Trees for Public Health Campaign: East Harlem, Morrisania (South Bronx), Hunts Point (South Bronx), and East New York (Central Brooklyn) are four communities chosen for this campaign due to their shortage of street trees and high rates of childhood asthma. Neighborhoods with multiple health disparities should be a first priority for play streets.

»Take Action! Contact the Mayor’s Office for Long-term Planning and Sustainability and request that Play Streets become an institutionalized City program that should be included in PlaNYC 2.0.

SEND A LETTER TO:
David Bragdon, Director
Mayor’s Office of Long Term Planning and Sustainability
253 Broadway, 10th floor
New York, New York 10007-2316

Or recommend online that the city institutionalize Play Streets by clicking on the green box and writing in your idea at: www.allourideas.org/planyc.
2. EDUCATE COMMUNITY BOARDS AND LOCAL POLICE PRECINTS ABOUT PLAY STREETS’ POSITIVE IMPACTS

Community boards and police precincts unaware of Play Streets’ benefits can be hesitant to approve street closure permits. The permitting and education process can be cumbersome. Developing a streamlined application (see recommendation 1), can help local leaders guide their constituents through the process.

»Take Action! Contact your borough president and ask him/her to inform community boards and local precincts about the benefits of Play Streets.

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Staten Island Borough President
James Molinaro
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718-816-2000
Email via form on Web site
www.statenislandusa.com

3. LINK PLAY STREET ORGANIZERS WITH FARMER’S MARKET OPERATORS

Play Streets at farmer’s markets with street closure permits do not need to seek out a new permit. Community boards could link existing farmer’s markets with street closure permits with groups interested in organizing Play Streets. All farmer’s market operators with street closure permits in New York City should receive a list of community organizations interested in Play Streets and be encouraged to host Play Streets.\textsuperscript{xix}

»Take Action! Contact your community board district managers and ask them to compile a list of farmer’s markets in your district, and organizations willing to lead activities. Find your local community board at: www.nyc.gov/html/cau/html/cb/directory.shtml
RECOMMENDATIONS: HOW TO SUPPORT PLAY STREETS

4. INSTALL PERMANENT “NO PARKING” SIGNS WITH PLAY STREET HOURS AT PLAY STREET LOCATIONS

Towing cars weekly is time intensive for local police precincts. Permanent signage from the NYC DOT outlining Play Street hours would better educate drivers and reduce the need for towing vehicles.

»Take Action! Contact your DOT Borough Commissioner and ask them to install a permanent no parking sign at Play Streets for designated Play Street hours.

Bronx Borough Commissioner
Constance Moran
212-748-6680
1400 Williamsbridge Road
Bronx, NY 10461

Brooklyn Borough Commissioner
718-222-7259
Joseph Palmieri
16 Court Street
Brooklyn, NY 11241

Lower Manhattan Borough Commissioner
(Manhattan south of Canal Street)
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59 Maiden Lane, 37th Floor
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Manhattan Borough Commissioner
(Manhattan north of Canal Street)
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CONTACT TRANSPORTATION ALTERNATIVES FOR MORE INFORMATION:
Your advocate for walking, biking and public transportation.

Transportation Alternatives is supported by our members!
Join us at www.transalt.org/support

127 West 26th Street, Suite 1002
New York, NY 10001
212-629-8080
info@transalt.org

A YMCA instructor taught weekly yoga classes.
REFERENCES


iii Play Street attendees across the two pilot sites (East Harlem and the South Bronx) were surveyed at random about their experience with the Play Street. Survey respondents were restricted to adults and youth over age 10, and were typically parents, baby sitters, camp/daycare counselors, and older youth. The New York Academy of Medicine prepared a report with survey results, which we refer to throughout this document. Full report available at: http://www.transalt.org/files/newsroom/reports/2010/Evaluation_of_the_Harvest_Home_Play_Street.pdf.


xi Statistics refer to Bronx Community District 1 (Mott Haven, Melrose). Data are very similar in adjacent Community District 3 (Melrose, Morrisania, Crotona Park East).


xvii A seventh planned Play Street at 104th Street was cancelled due to heavy rain.

xviii Of five planned Play Streets on Forest Avenue, one was cancelled due to rain. Another was cancelled due to safety concerns stemming from a local resident who had acted threatening toward a Play Street staff worker the week prior.