**School logo
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**UPADM-GP 282**

**Moving NYC: Travel Behavior and Policy in New York City**

**Class Time and Location:**

Lecture: Tuesday 9:30am-12pm

Location: Online

**Professor Zhan Guo**

Office: 295 Lafayette Street, Room 3010 (not accessible in Spring 2021)

E-mail: [zg11@nyu.edu](mailto:zg11@nyu.edu)

Office Hours: by appointment

**Teaching Assistant:**

Maitri Pujara [mvp329@nyu.edu](mailto:mvp329@nyu.edu)

**Prerequisites: None**

**Course Description**

From the non-stop subway ride to the “infamed” jaywalking, from the well-acclaimed Citi bike to the delivery on almost anything, from the iconic yellow cab to the fist fight over a parking spot, from Chinatown bus to the congestion pricing, this course investigates the kaleidoscope of travel behavior by New Yorkers and their essential connection to the functionality of the City. It explores the unique transportation infrastructure behind these behaviors as well as the policies and rules that provide them and regulate their usage. Through this behavior—infrastructure--policy loop, this course encourages students to decipher the complexity of urban travel and think about innovative and effective interventions to induce, mandate, or even “manipulate” the right travel behavior for a sustainable and equitable urban future.

**Course Readings**

Students are required to complete all required readings prior to the corresponding class session. The readings include books, academic articles, government reports, or media coverage. All readings are either available online or through NYU E-journals.

To access E-journals, go to <https://library.nyu.edu/> click “Journals” and type journal’s title in the search bar and click Go. If NYU subscribes that journal (in our cases, all journals on this syllabus are subscribed), it will show up as a hyperlink. Click, multiple providers may show up with different years of subscription from NYU. Please choose the one with the year where your interested article was published.

**NYU Classes**

All announcements and resources will be delivered through NYU Classes.

**Academic Integrity**

Academic integrity is a vital component of Wagner and NYU. Each student is required to sign and abide by [Wagner’s Academic Code](https://wagner.nyu.edu/portal/students/policies/code). Plagiarism of any form will not be tolerated since you have all signed an Academic Oath and are bound by the academic code of the school. Every student is expected to maintain academic integrity and is expected to report violations to me. If you are unsure about what is expected of you, *ask*.

**Henry and Lucy Moses Center for Students with Disabilities at NYU**

Academic accommodations are available for students with disabilities. Please visit the Moses Center for Students with Disabilities (CSD) website at [www.nyu.edu/csd](http://www.nyu.edu/csd) and click on the Reasonable Accommodations and How to Register tab or call or e-mail CSD at (212-998-4980 or mosescsd@nyu.edu) for information. Students who are requesting academic accommodations are strongly advised to reach out to the Moses Center as early as possible in the semester for assistance.

**NYU’s** [**Policy on Religious Holidays**](https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html)

University policy states that members of any religious group may, without penalty, absent themselves from classes when required in compliance with their religious obligations. Students do not need to ask the instructor for permission, but they may choose to notify faculty in advance of such an absence. Whenever feasible, exams and assignment due dates will not be scheduled on religious holidays.

**Student Resources**

Wagner tutors are available to help students with their writing skills. Please see details on <https://wagner.nyu.edu/portal/students/academics/advisement/writing-center>.

The web also has some good resources to help you write better. After you finish writing your paper but before you submit it, you can obtain automated readability statistics here:

<https://igm.rit.edu/~jxs/services/TestReadability.html> and some additional feedback here: <http://writersdiet.com/test.php> . Use these services to improve your prose.

**Assignments and Evaluation**

Class Participation (15%): Students are required to attend all lectures, unless noted in the syllabus, and contribute to classroom discussion. Missing one lecture will result in a one point deduction until maximum of 15 points is reached. Please contact the instructor if any issues arise during the semester.

Case Study (30%): Starting in week 2, each student will present an interesting case study every other week at class. The case study should be about a particular travel behavior or phenomena in the NYC region, related to the lecture topic in that week. For example, if the lecture topic is about street parking in NYC, possible case studies could double parking, doorman paid to keep a parking spot for a tenant, parking police’s walking route, a specific street parking project etc. The case study offers a street-level lens for the class to understand the good, bad, ugly, and peculiar travel behavior of New Yorkers. Please keep it at the street level instead of 30000 feet above, be specific, personal, and intriguing.

The case study should explain the specific behavior, the driving forces behind the behavior, or interventions, including but not limited supply, regulation, human psychology, etc.

Students will be divided into two groups, five students each. The two group will rotate each week to present their case studies. No case study is scheduled on April 20th since April 19th is spring break. So each student should present five case studies over the semester. Each case study counts 6 points towards the final grade. The case study is individual not teamwork.

Idea Notes (5%)

Students need to submit a one-page list of several possible ideas for the final paper. The idea can take two formats. One is problem-driven, or the idea should target a specific and problematic travel behavior in the NYC region, and propose one or multiple policy solutions/proposals to solve or mitigate the problem. The other is policy-driven, or the idea can target a specific policy initiative, which can mitigate/solve various transportation problems. In other words, it could be a specific problem (e.g., fare evasion, parking cruise, etc.) that calls for various solutions, or a specific policy (e.g., congestion pricing, reforming Port Authority, etc.) that could address various transportation problems.

Final Paper (40%)

Students are expected to write a 4000-word final paper that focuses on either a specific behavioral problem or a specific policy proposal.

Final Presentation (10%)

Each student will present their final paper at class at the end of the semester.

**Grading Scale and Rubric**

Students will receive grades according to the following scale:

(A) Excellent: Work at this level is unusually thorough, well-reasoned, creative, methodologically sophisticated, and well written. Numeric value=4.0 points.

(A-) Very good: Work at this level shows signs of creativity, is thorough and well-reasoned, indicates strong understanding of appropriate methodological or analytical approaches, and meets professional standards. Numeric value=3.7 points.

(B+) Good: Work is well-reasoned and thorough, methodologically sound. This grade indicates the student has fully accomplished the basic objectives of the course. Numeric value=3.3 points.

(B) Adequate: Competent work for a graduate student even though some weaknesses are evident. Meets key course objectives but evidence suggests that understanding of some important issues is less than complete. Numeric value=3.0 points.

(B-) Borderline: Meets the minimal expectations for a graduate student in the course. Understanding of salient issues is somewhat incomplete. Numeric value=2.7 points.

(C/-/+) Deficient: Work is inadequately developed or flawed by numerous errors and misunderstanding of important issues. Methodological or analytical work performed is weak and fails to demonstrate knowledge or technical competence expected of graduate students. Numeric value = 2.3; 2.0; 1.7 points.

(F) Fail: Work fails to meet even minimal expectations for course credit for a graduate student. Performance has been consistently weak in methodology and understanding, with serious limits in many areas. Weaknesses or limits are pervasive. Numeric value = 0.0 points.

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| Wk | Lecture (Tuesday) | Lecture Topics | Notes |
| 1 | Feb 2 | Travelling in New York City |  |
| 2 | Feb 9 | Subway + Buses Stories |  |
| 3 | Feb 16 | Mind the Map: Travel information |  |
| 4 | Feb 23 | NYC Sidewalk Story: Jaywalking and More |  |
| 5 | March 2 | Cycling NYC (Guest Lecture) | Idea Note due |
| 6 | March 9 | Ubering NYC (Guest Lecture) |  |
| 7 | March 16 | Garaging NYC: Minimum Standard |  |
| 8 | March 23 | Metering NYC: Tickets, UPS, and Cruising |  |
| 9 | March 30 | Future Planning and Major Projects (Guest Speaker) |  |
| 10 | April 6 | Tragedy of Commons: Permits, Alternate Side Parking, etc. |  |
| 11 | April 13 | Congestion Pricing: the Best is Yet to Come |  |
| 12 | April 20 | Delivering NYC (Guest Speaker) | No case study |
| 13 | April 27 | Research Presentation |  |
| 14 | May 4 | Final Paper Due |  |

**Travelling in New York City**

Transportation system of New York City

<https://en.wikipedia.org/wiki/Transportation_in_New_York_City#Ferries>

New York Region Transportation Systems (Chapter 3 in the regional transportation plan)

<https://www.nymtc.org/Portals/0/Pdf/RTP/Plan%202045%20Final%20Documents/Plan%202045%20Individual%20Chapters/Chapter%203_The%20Transportation%20System.pdf>

New York Metropolitan Transportation Authority

<https://en.wikipedia.org/wiki/Metropolitan_Transportation_Authority>

New York New Jersey Port Authority

<https://en.wikipedia.org/wiki/Port_Authority_of_New_York_and_New_Jersey>

New York Metropolitan Transportation Council

<https://en.wikipedia.org/wiki/New_York_Metropolitan_Transportation_Council>

NJ Transit

<https://en.wikipedia.org/wiki/NJ_Transit>

North Jersey Transportation Planning Authority

<https://en.wikipedia.org/wiki/North_Jersey_Transportation_Planning_Authority>

New York City Department of Transportation

<https://en.wikipedia.org/wiki/New_York_City_Department_of_Transportation>

New York City Taxi and Limousine Commission

<https://en.wikipedia.org/wiki/New_York_City_Taxi_and_Limousine_Commission>

**Subway + Buses Stories**

Accountability and Debt Management: The Case of New York’s Metropolitan Transportation Authority. The American Review of Public Administration. 2010. 41(3) 313–328

Subway Productivity, Profitability, and Performance A Tale of Five Cities. Transportation Research Record, No. 2143, 2010, pp. 48–58.DOI: 10.3141/2143-07

Chapter 4: Underground Assimilation in Ethnic Drama. In Underground Movements : Modern Culture on the New York City Subway by Sunny Stalter-Pace, 2012.E-Book available through NYU library

Measuring and Controlling Subway Fare Evasion Improving Safety and Security at New York City Transit Authority. Transportation Research Record, 2216, 2011, pp. 85–99.DOI: 10.3141/2216-10

Impact of Transit Fare Increase on Ridership and RevenueMetropolitan Transportation Authority, New York City. Transportation Research Record, No. 1927, 2005, pp. 239–248

Network Analysis of World Subway Systems Using Updated Graph Theory. Transportation Research Record, No. 2112, 2009, pp. 17–25.DOI: 10.3141/2112-03

Select Bus Service Full Report (2013)

<https://www1.nyc.gov/html/brt/downloads/pdf/brt-routes-fullreport.pdf>

Bus Forward: Growing the Select Bus Service Program 2017

<https://www1.nyc.gov/html/brt/downloads/pdf/bus-forward.pdf>

THE MTA’S ESCALATING COST CRISIS: Answers to Questions About the Metropolitan Transportation Authority’s Finances

<https://media4.manhattan-institute.org/sites/default/files/IB-NG-0717.pdf>

Harris, Jeffrey E., The Subways Seeded the Massive Coronavirus Epidemic in New York City (April 2020). NBER Working Paper No. w27021, Available at SSRN: <https://ssrn.com/abstract=3580579>

Information behaviour of New York City subway commuters. Information Research, Dec2011, Vol. 16 Issue 4, p7, 1p

**Mind the Map: Travel information**

Guo 2011 Mind the Map! Impact of Transit Maps on Travel Decisions in Public TransitSystems, Transportation Research Part A 45(7)

Guo, Z., Zhao, J., Whong, C., Mishra, P., & Wyman, L. (2017). Redesigning subway map to mitigate bottleneck congestion: An experiment in Washington DC using Mechanical Turk. Transportation Research Part A: Policy and Practice, Vol. 106, pp. 158-169.

The impact of real-time information on bus ridership in New York City. Transportation Research Part C: Emerging Technologies. [Volume 53](https://www.sciencedirect.com/science/journal/0968090X/53/supp/C), April 2015, Pages 59-75 (You can skip the modeling part)

Hanft, Jeffrey, et al. 2016. Transforming Bus Service Planning Using Integrated Electronic Data Sources at NYC Transit. Journal of Public Transportation, 19 (2): 89-108.   
DOI: <http://doi.org/10.5038/2375-0901.19.2.6>

**NYC Sidewalk Story: Jaywalking, Safety and More**

Guo Z. 2009. Does the built environment affect the utility of walking? A case of path choice in downtown Boston. Transportation Research D: Transport and Environment, 14 (5), 343-352

Pedestrian regulations in the United States: a critical review. Transportation Quarterly, 1992. V. 46, No 4

<http://bikeped.rutgers.edu/ImageFolio43_files/gallery/Enforcement/Documents/Kenneth_Todd_Transportation_Quarterly_1992_Pedestrian_Regulations_in_the_United_States_A_Critical_Review.pdf>

The New York City Pedestrian Safety Study & Action Plan (Executive Summary). 2010

<https://www1.nyc.gov/html/dot/downloads/pdf/nyc_ped_safety_study_action_plan.pdf>

New York City RedLight Camera Program Review 1994-2017

<https://www1.nyc.gov/html/dot/downloads/pdf/nyc-red-light-camera-program.pdf>

New York City Speeding Camera Program Report 2014-2019

<https://www1.nyc.gov/html/dot/downloads/pdf/speed-camera-report.pdf>

URBAN ROAD DIETS Making it Fit – For all Road Users

<https://www1.nyc.gov/html/dot/downloads/pdf/urban-road-diets-june2016.pdf>

Yikes! It’s a Garage

<https://www.nytimes.com/2010/08/01/realestate/01cov.html?action=click&module=RelatedCoverage&pgtype=Article&region=Footer>

Peter D. Norton. Street Rivals: Jaywalking and the Invention of the Motor Age Street

*Technology and Culture* Vol. 48, No. 2 (Apr., 2007), pp. 331-359

**Cycling NYC (Guest Lecture)**

Cycling in the City: Cycling Trends in New York City

<https://www1.nyc.gov/html/dot/downloads/pdf/cycling-in-the-city.pdf>

NYC Bike Share: Designed by New Yorkers Report

<https://www1.nyc.gov/html/dot/downloads/pdf/bike-share-outreach-report.pdf>

Campbell and Brakewood (2017). "Sharing Riders: How Bike-Sharing Impacts Bus Ridership in New York City," *Transportation Research Part A: Policy and Practice,* Volume 100, pp. 264–282.

The link between bike sharing and subway use during the COVID-19 pandemic: The case-study of New York's Citi Bike, Transportation Research Interdisciplinary Perspectives, Volume 6,

2020

More to be added by guest lecturer

**Ubering NYC (Guest Lecture)**

Beer, Brakewood, Rahman, and Viscardi (2017). "Qualitative Analysis of Ridehailing Regulations in Major American Cities," *Transportation Research Record: Journal of the Transportation Research Board*, Volume 2650, pp. 84-91.

Gerte R, Konduri KC, Ravishanker N, Mondal A, Eluru N. Understanding the Relationships between Demand for Shared Ride Modes: Case Study using Open Data from New York City. Transportation Research Record. 2019;2673(12):30-39. doi:[10.1177/0361198119849584](https://doi.org/10.1177/0361198119849584)

More to be added by guest lecturer

**Garaging NYC: Minimum Standard**

Donald Shoup, “[The High Cost of Free Parking](http://shoup.bol.ucla.edu/HighCostFreeParking.pdf),” Journal of Planning Education and Research, Vol. 17, No. 1, Fall 1997, pp. 3-20.

Manhattan Core Parking Study 2011 <https://www1.nyc.gov/assets/planning/download/pdf/plans/manhattan-core-public-parking/mncore_study.pdf>

New York City Inner Ring Residential Parking Study 2013 (Executive Summary) <https://www1.nyc.gov/assets/planning/download/pdf/plans-studies/inner-ring-residential-parking/inner_ring_complete.pdf>

Guo Z and S Ren. 2013. From minimum to maximum: The impact of parking standard reform on residential parking supply in London from 2004-2010. Urban Studies, 50 (6), 1181 – 1198

Guo Z. 2013. Residential street parking and car ownership: A study of households with off-street parking in the New York City Region. Journal of the American Planning Association, 79 (1), 32-48

Guo Z. 2013. Home parking convenience, household car usage, and implications to residential parking policies. Transport Policy, 29, 97-106

Weinberger, R., 2012. Death by a thousand curb-cuts: Evidence on the effect of minimum parking requirements on the choice to drive. Transport Policy

**Metering NYC: Tickets, UPS, and Cruising**

Donald Shoup, The High Cost of Free Parking*,*

Chapter 11: Cruising

Chapter 12: The right price for curb parking

Chapter 13: Choosing to cruise

Chapter 14: California cruising

Chapter 15: Buying time at the curb

Chapter 17: Taxing foreigner living abroad

Chapter 18: Let prices do the planning

Gregory Pierce and Donald Shoup, [Getting the Prices Right, An Evaluation of Pricing Parking by Demand in San Francisco](http://www.shoupdogg.com/wp-content/uploads/sites/10/2017/06/Getting-the-Prices-Right-An-Evaluation-of-Pricing-Parking-by-Demand-in-San-Francisco.pdf), Journal of the American Planning Association, Vol. 79, No. 1, Winter 2013, pp. 67-81.

Millard-Ball, A; Hampshire, R; and Weinberger, R (2020), ["Parking behavior: The curious lack of cruising for parking in San Francisco."](https://www.sciencedirect.com/science/article/abs/pii/S0264837718313620) *Land Use Policy*, 91:103918

**Future Planning and Major Projects (Guest Speaker)**

More to be added by guest lecturer

**Tragedy of Commons: Permits, Alternate Side Parking, etc.**

Guo Z and P Xu. 2013. Duet of the commons: Impact of street cleaning on household car usage in New York City. Journal of Planning Education and Research, 33, 1, 34-48

Epstein, R. A. 2002. The Allocation of the Commons: Parking on Public Roads. Journal of Legal Studies 31 (S2): S515-44.

Residential-Parking Permits: An Idea Whose Time Has Come?

<https://nyc.streetsblog.org/2019/08/20/residential-parking-permits-an-idea-whose-time-has-come/>

New York City Traffic and Parking Sign Database (STATUS)

<https://a841-dotvweb01.nyc.gov/ParkingRegs/ViewController/LocationValidation.aspx>

San Francisco Residential Parking Permit Evaluation & Reform Project

<https://www.sfmta.com/projects/residential-parking-permit-evaluation-reform-project>

Guo Z and L Schloeter. 2013. Street standards as parking policy: Rethinking the provision of residential street parking in American suburbs. Journal of Planning Education and Research, 33 (4), 456-470

Eran Ben‐Joseph. 2004. [Double standards, single goal: private communities and design innovation](http://www.tandfonline.com/doi/full/10.1080/1357480042000227799). [Journal of Urban Design](http://www.tandfonline.com/toc/cjud20/9/2) Vol. 9, Iss. 2

Ewing, R., T. Stevens, and S. Brown. 2007. “Skinny Streets and Fire Trucks.” Urban Land August: 121–23.

Grant, J., and A. Curran. 2007. Privatized Suburbia: The Planning Implications of Private Roads. Environment and Planning B: Planning and Design 34: 740–54.

**Congestion Pricing: the Best is Yet to Come**

## Lehe, L. Downtown congestion pricing in practice. [Transportation Research Part C: Emerging Technologies](https://www.sciencedirect.com/science/journal/0968090X). [Volume 100](https://www.sciencedirect.com/science/journal/0968090X/100/supp/C), March 2019, Pages 200-223

The Stockholm congestion charges: an overview 2014 <https://www.transportportal.se/swopec/cts2014-7.pdf>

M. Givoni. Re-assessing the results of the London congestion charging scheme. Urban Studies, 49 (5) (2012), pp. 1089-1105

Congestion Pricing Can Still Happen in 2021 — But There Are a Lot of ‘Ifs,’ Including President Biden

<https://nyc.streetsblog.org/2020/11/19/congestion-pricing-can-still-happen-in-2021-but-there-are-a-lot-of-ifs-including-president-biden/>

Guo Z, A W Agrawal, and J Dill. 2011. Are land-use planning and congestion pricing mutually supportive? Evidence from a pilot mileage fee program in Portland, OR. Journal of the American Planning Association, 77 (3), 232-250

Guerra, Erick and Adam Millard-Ball (2017). Getting around a license-plate ban: Behavioral responses to Mexico City’s driving restriction. *Transportation Research Part D: Transport and Environment* 55: 113-126.

Car Ownership Control in Chinese Mega Cities: Shanghai, Beijing and Guangzhou <https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3106623>

**Delivering NYC (Guest Speaker)**

Freight in a Bicycle-Friendly City: Exploratory Analysis with New York City Open Data

Transportation Research Record, vol. 2547, 1: pp. 91-101, 2016.

Cargo Cycles for Local Delivery in New York City: Performance and Impacts.  Research in Transportation Business & Management, 2017. Vol. 24, p. 90-100.

Overall Impacts of Off-Hour Delivery Programs in New York City Metropolitan Area. Transportation Research Record, No. 2238, 2011, pp. 68–76. DOI: 10.3141/2238-09

More to be added by guest lecturer