
SIT ANYWHERE


TECH 330 – Week #9

Class #2

October 17, 2019

- Feedback on guest lectures
- Home-Work-Play
- Healthy Cities “Bring Back the Jaywalker”
- Current Events Topics Stage 1

Upcoming Topics

8	Tues- Oct 8	Fall Break – No Classes		
	Thurs – Oct 10	Global Cyber Security – Nicole Hands and Marc Rogers		In-Class Activity
9	Tues – Oct 15	Design Thinking and Cultures – Paul Asunda		In-Class Activity
	Thurs – Oct 17	<i>Healthy Cities by Design??</i>		TBD
10	Tues- Oct 22	MOBILITY OPTIONS		TBD
	Thurs – Oct 24	Human Trafficking – Chad Laux and Kate Seigfried -Spellar		

Cultural Continuum
“Home-Work-Play
Exercise”

NAME: _____

Keihin - My Cultural Continua at Home, Work, and Play

Using the scale below please mark one each continuum your *characteristic style*

at home(H), work (W), and play (P).

FACE LESS
IMPORTANT

FACE MORE
IMPORTANT

LOW CONTEXT

HIGH CONTEXT

INDIVIDUALISM

COLLECTIVISM

DIRECT
COMMUNICATOR

INDIRECT
COMMUNICATOR

MONOCHRONIC
TIME

POLYCHRONIC
TIME

UNIVERSALISM

PARTICULARISM

EMOTIONALLY
RESTRAINED

EMOTIONALLY
EXPRESSIVE

POSITIVE ATTITUDE
TOWARD
UNCERTAINTY

SKEPTICAL
ATTITUDE
TOWARDS
UNCERTAINTY

LOW POWER
DISTANCE

HIGH POWER
DISTANCE

At your Tables

Discuss and compare your individual
Continuum...

Preface for Mobility Options Discussion next Tuesday

What Are City Streets For? Bring Back The “Jaywalker”!

Prof. Dr. Bernd Steffensen / Prof. Dr. Robert F. Cox
Department of Social Sciences/ Polytechnic Institute

Healthy City Design - International

London – October 15th, 2019

space required to transport 60 people



car

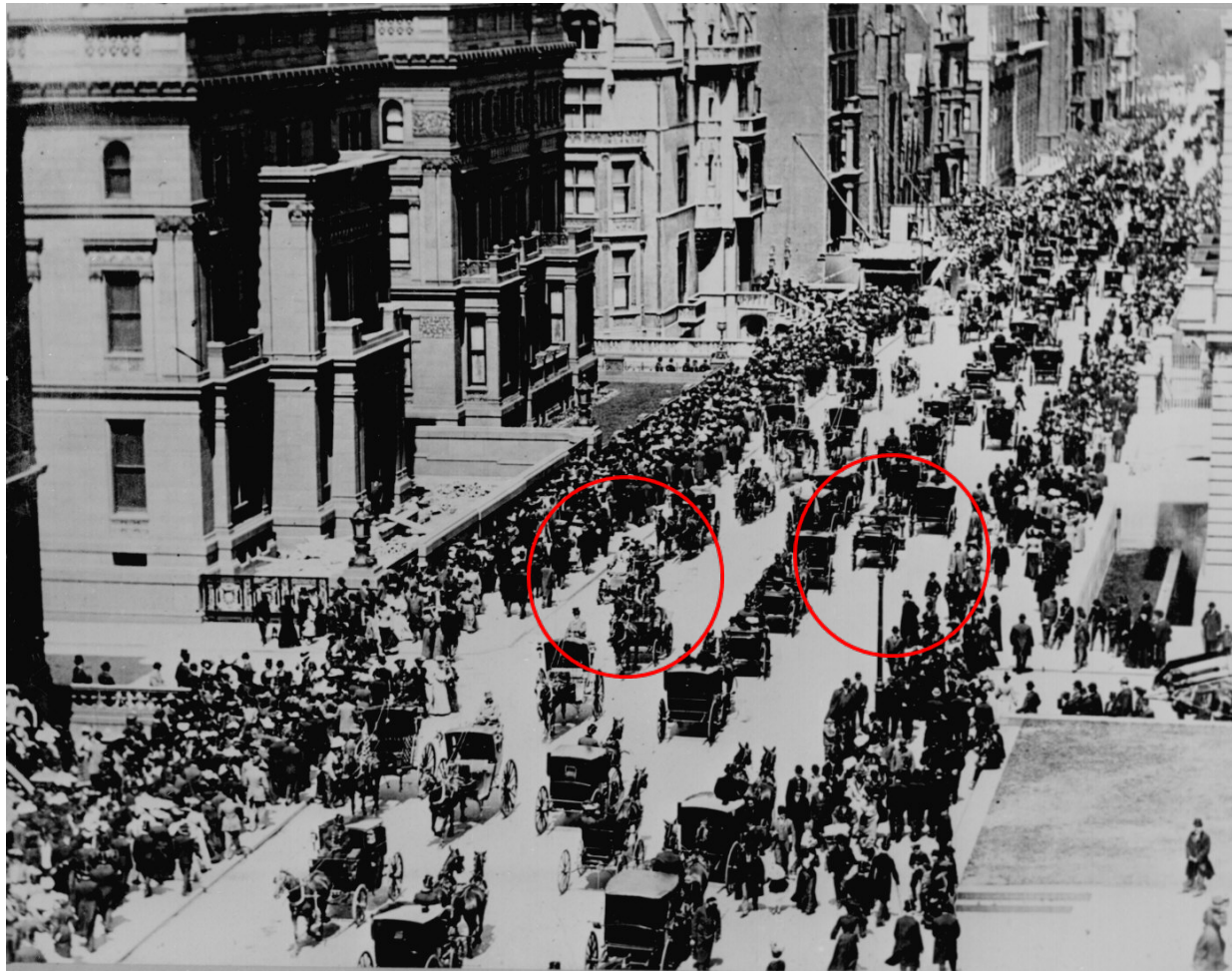
<https://www.treehugger.com/cars/self-driving-car-might-lead-new-kind-anti-jaywalking-campaign.html>



<https://www.archives.gov/files/research/american-cities/images/american-cities-101.jpg>



Easter morning, 1900.
New York City's 5th
Avenue bustling with
horse-drawn traffic and
two motor cars



<https://www.archives.gov/files/research/american-cities/images/american-cities-101.jpg>



Easter morning, 1900.
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Avenue bustling with
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New York City's 5th Avenue in 1911

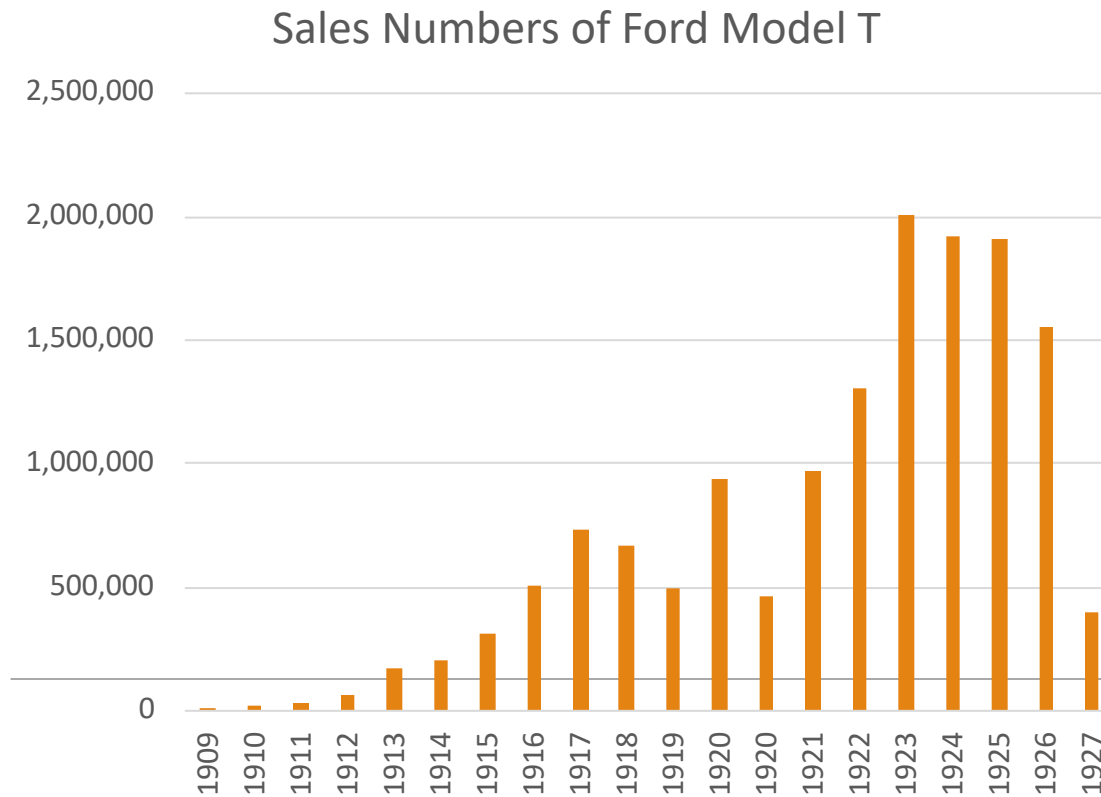
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New York City's 5th Avenue in 1911

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The incredible success of the Model T



<http://mtfca.com/encyclo/fdprod.htm>

- Till the end of 1912 about 130.000 cars were sold (worldwide)
- Mass production started in 1913



Wikimedia commons



New York City's 5th Avenue in 1913

<https://www.pinterest.de/pin/392728029975332705/>

„The Single-story America“ – an observation from 1936

“We were back in the city where 2 million cars are driving and 6 million people are living, who serve the cars. What a beautiful look, when the cars are rolling for a promenade through the Central Park. You can't get rid of the idea that the huge park in the middle of New York was made to allow the cars to gasp some fresh air. There are mainly roadways, and little space is left for pedestrians. Cars captured New York and act in the city as if they were a real occupying force. They kill the inhabitants and make them cripples, treat them with severity, so they don't protest. The people abstain from a lot to saturate their suppressors with gas, to quench their eternal thirst for oil and water.”

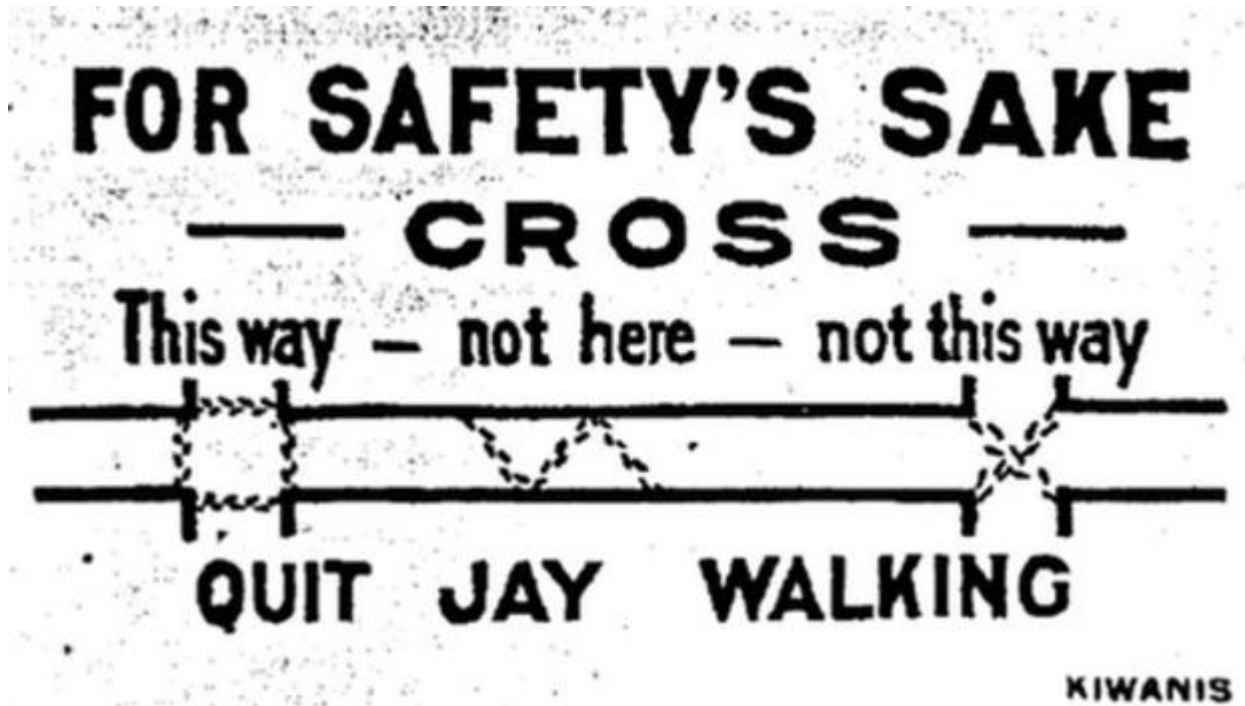


Jewgeni Petrov / Ilya Ilf
1903-1942 / 1897-1937

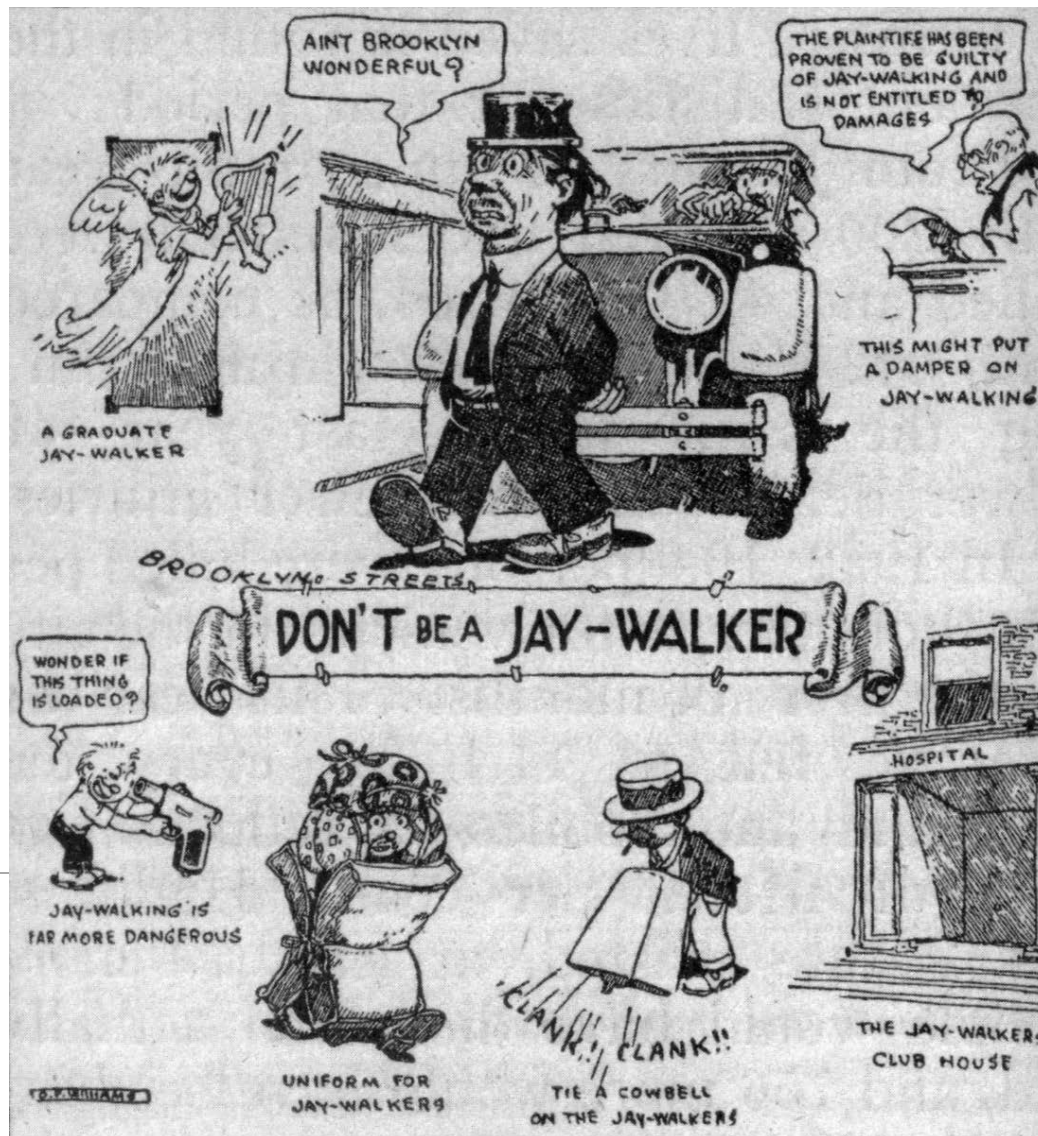


<https://emscherblog.de/serie-verkehrsregeln-aufgefrischt-parken-auf-dem-gehweg/>

3. The Jaywalker and Today's Pedestrians



<https://www.treehugger.com/cars/self-driving-car-might-lead-new-kind-anti-jaywalking-campaign.html>



https://www.treehugger.com/cars/self-driving-car-might-lead-new-kind-anti-jaywalking-campaign.html

How can we change our dependency on automobiles?

Concentrate on changing people's viewpoint on their current mobility habits through:

1. Increased value propositions
2. Social norms and peer pressure
3. Safe and convenient active mobility options
4. Policy and regulations to encourage change



https://upload.wikimedia.org/wikipedia/commons/thumb/9/9d/Stop_sign_light_red.svg/1024px-Stop_sign_light_red.svg.png

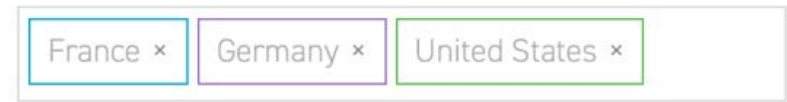


https://m.imagekind.com/ComplexFreewayInterchangeNetwork_art?IMID=4ae0bb5d-9f06-4e24-a7d6-1b7e0e5b0c65

4. Changing Behaviors: Increased value propositions

Human nature is usually self-indulging (especially in the US), let's review some of those value added propositions with a direct positive financial impact on the individual...

- Reduced overall commuting costs using active transportation
- Increased property values along walking and biking trails (US Cases reported +80-148%)
- Increased lease rates for “WalkUP” tenants in the 30 top US metropolitan markets (+73.9%)
- Increased customer activity and sales within active transportation corridors



<https://www.hofstede-insights.com/product/compare-countries/>

Social norms and peer pressure

Year	Walked to School	Walked from School	Biked to and from School
1969	48%		
2007	11.9%	15.2	
2013	15.2	18.4	2.2

Biking and Walking to School Trends in the US

(Source: Bicycling and Walking in the United States, 2016)



Decline in overall biking and walking trends to school in the US since 1969.

- easy to ride the school bus
- US economy requiring two-income families in the late 60's and early 70's
- easier for mothers to drop-off their children at school on their way to work,
- higher numbers of children walking home from school
- nearly 1 (0.86) car for each US citizen
- Practically every US family has an average of 2 cars
- Higher risk for active transportation users and leading to high levels of fatalities in some US cities.

Social norms and peer pressure

Car Commutes to Work	Generation	Year born	Current Age Range in 2019
90%	Baby Boomers	1947-1965	54 - 72
92%	Generation X	1966-1978	41 - 53
77%	Millennials	1979-1995	24-40





Studies in neuroscience have noted that using these systems can result in cognitive impairment.

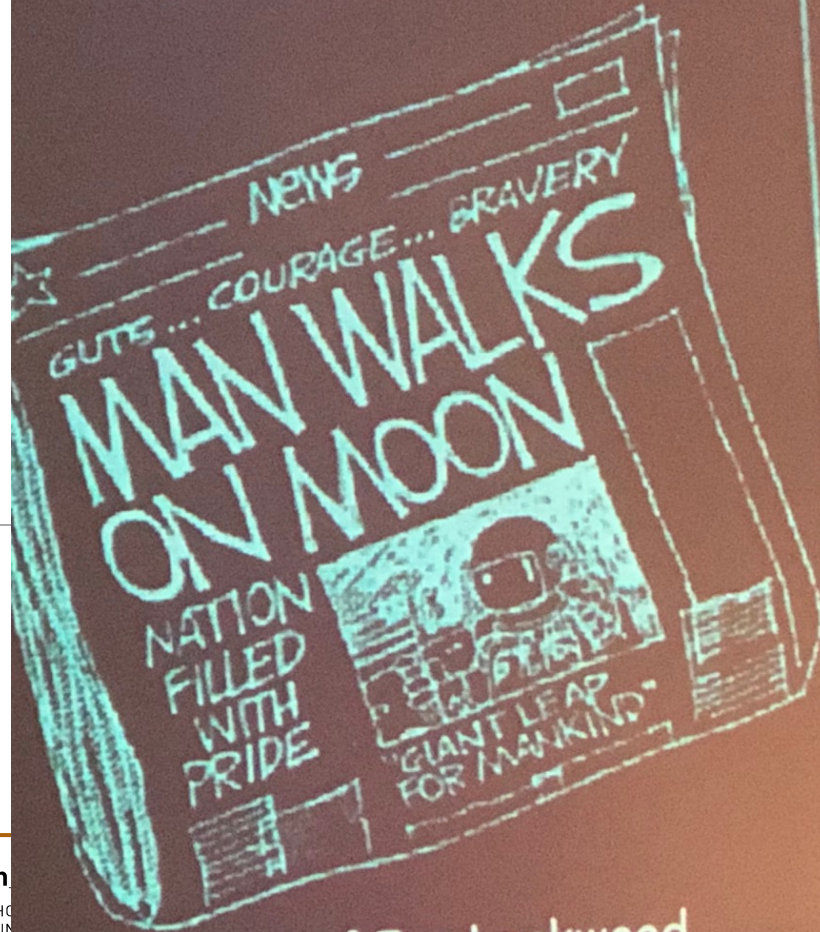
Researchers argued that releasing the brain from the efforts of navigational tasks (memorising the landmarks, forming the cognitive map and etc.) because of using the navigation systems can change the shape of the brain.

They suggest that the constant use of navigation systems could result in atrophy of the neurons in the brain, which are involved with memory and navigation, in normal ageing and increases the risk of cognitive problems such as Alzheimer's disease (Neyfakh and So, 2013).

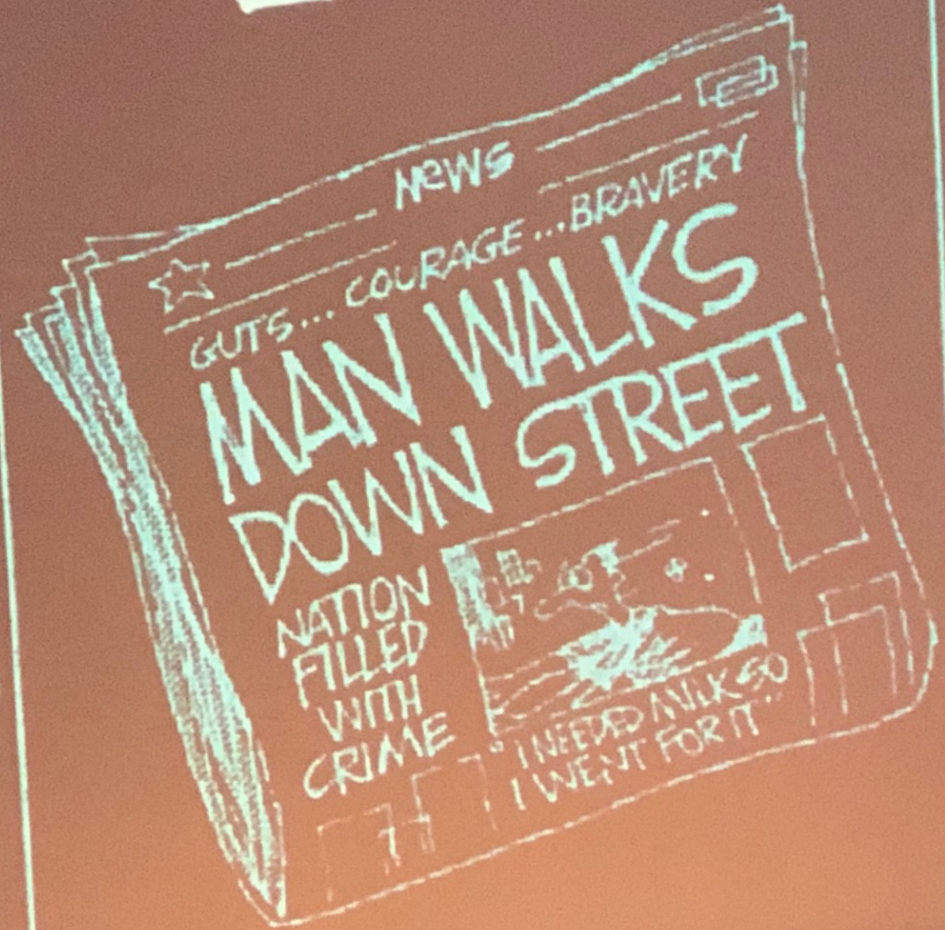


35th Anniversary of Walk

1969



2004



Courtesy of Ian Lockwood

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Current Event Topics...Round 1

Part 1 is Due on November 5th...

- we will finalize topics today





What is the first current global event that comes to your mind?





What is the most controversial current globalevent taking place today?





What about the future concerns you the most?





**Which topics is most important to you... Politics - Religion -
Gender or Race?**

Impeachment – Politics

China Relations – HK

Climate Change

Syrian Crisis

The Wall

Mental Health

Economy