



Happy Street Happy Feet Citizen Survey

Mumbai is the 7th largest city in terms of population with 12 million people. A thriving metropolis with a diverse economy, it has meticulously developed to ensure mobility and last mile connectivity. But by emitting 4.5 million tons of CO₂e, the transportation sector has become the second-largest contributor of emissions, 19% of the city's total emissions. Ranked as the second-most congested city in the world, traffic congestion remains a major contributor to air pollution, high travel time and fatalities in Mumbai. (The TomTom Traffic Index 2020).

Cities like Mumbai need to shift the paradigm and focus on the mobility of people and not vehicles. It requires rethinking streets and cities and emphasizing public transit, cycling and walking. Waatavaran Foundation believes that Streets are for PEOPLE and not for vehicles. So in the month of May 2022 the campaign "Happy Street Happy Feet" was launched with the focus on Non Motorized transportation in Mumbai especially pedestrianization. It focuses on achieving the objectives of reducing the environmental impact of transportation, improving air quality in the city and also in turn reducing traffic congestion. Under this campaign we have sensitized more than 1000 citizens about sustainable mobility practices and other practices to improve air quality in Mumbai.

Streets can be vibrant community spaces for people to congregate, deliberate and celebrate. According to the National Urban Transport Policy (NUTP), streets should be designed with an equitable allocation of road space. Waatavaran believes that initiatives like 'Sunday Streets' should sustain in cities as it not only helps citizens reclaim the streets and optimally use public spaces but also has huge potential to promote the culture of using sustainable mobility alternatives.

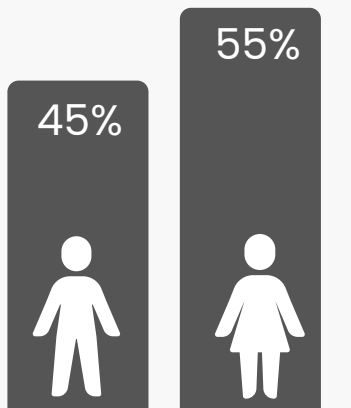
Objective

This study focuses to understand the perception of the Mumbaikars about the 'Sunday Streets' initiative. As part of this study we met 260 citizens on Sunday streets who filled an online questionnaire using the Kobo app. The technical handholding was provided to citizens by one on one interaction.

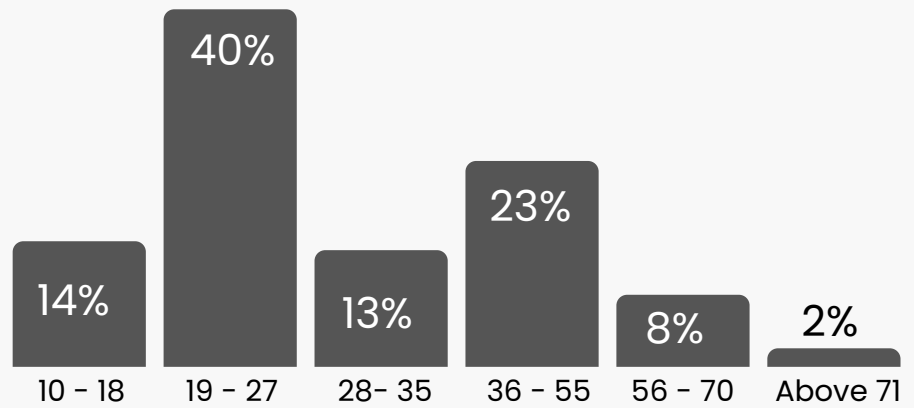
Key Highlights

- 7 out of 10 Mumbaikars think Sunday Street should happen every Sunday.
- 9 out of 10 Mumbaikars shared Sunday Streets should be replicated in the other streets of the city.
- 8 out of 10 Mumbaikars suggested to convert some streets to Sunday Streets permanently.
- 4 out of 10 Mumbaikars believe that Sunday street is a model to create car free spaces in Mumbai.

Profile of Respondents

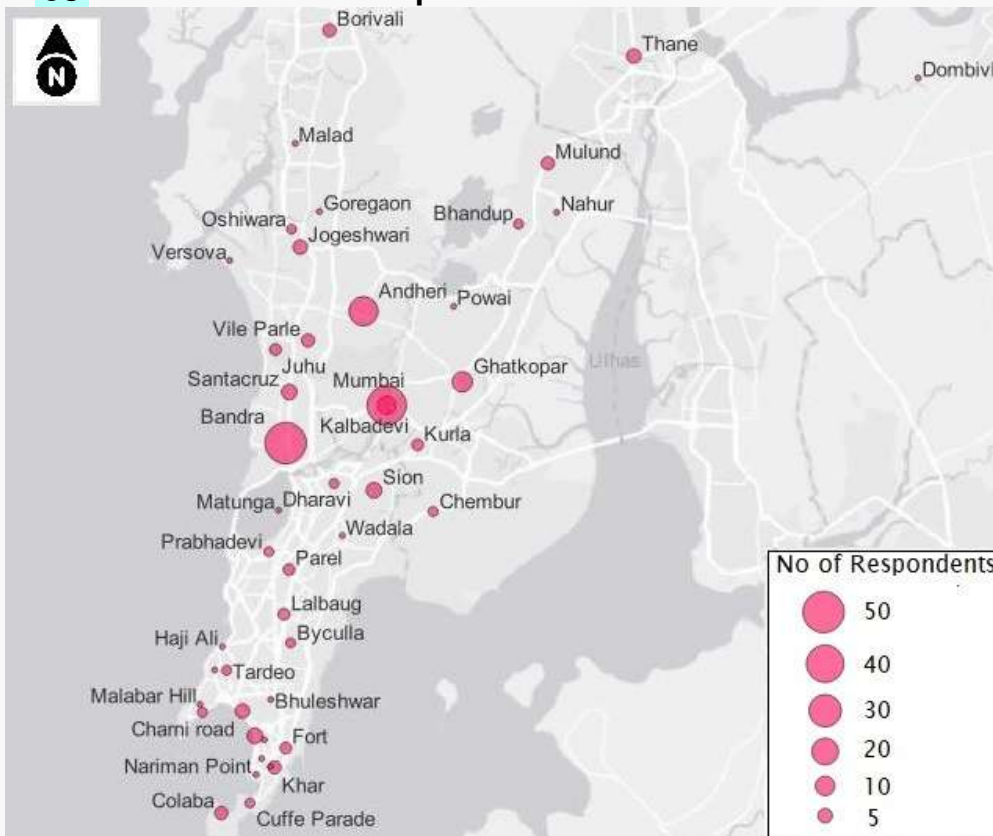


01 Genderwise Breakup
Out of 260 respondents, 55% were female.



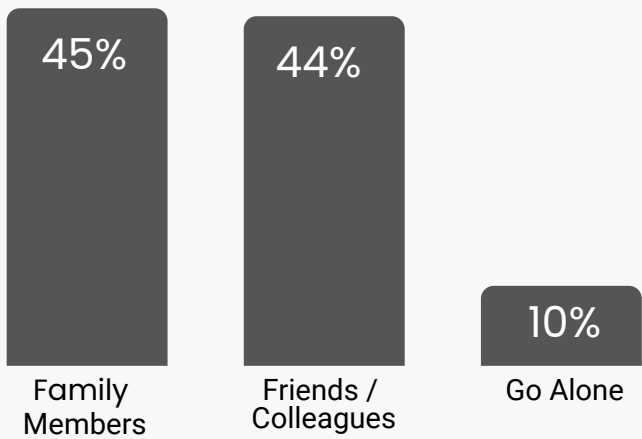
02 Age of Respondents
Mostly the age of these respondents were between 10 - 70 years. Highest number of respondents falls among the age group of 19 to 27 years which is 40%. Followed by 23% of citizens in the age bracket of 36 - 55 years. Most parents accompanied their children.

03 Residences of the Respondents



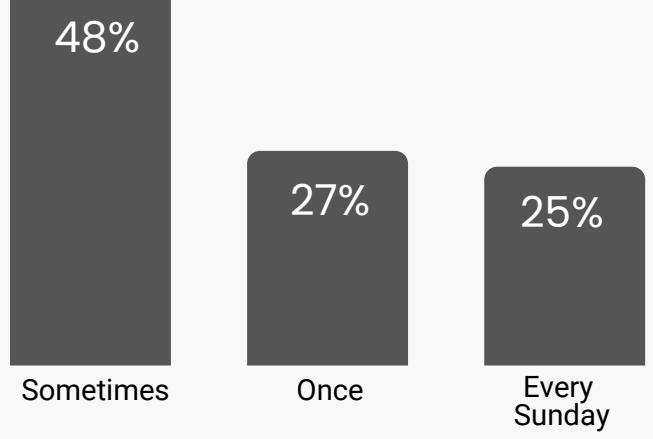
The respondents came from across the city for the Sunday Streets. Majority of Citizens from Borivali, Thane, Bandra, Colaba, Cuffe Parade travelled to Sunday Streets. In fact residents from Mumbai Metropolitan Region like Ambarnath, Dombivli, Mira Road, Virar, etc. travelled to Sunday Streets which shows the zeal of residents to visit Sunday streets from far distances in the morning between 6 am to 10.

*Note: The map besides shows the number of respondents from their respective locations throughout the city.



04 Respondents were accompanied by

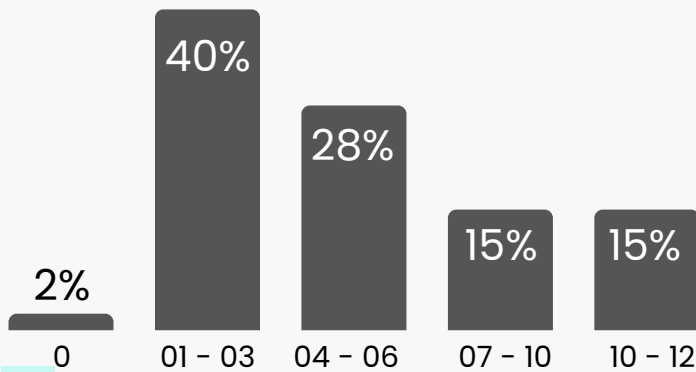
45% of the respondents came with their family members while 44% respondents came with their friends / colleagues. 10% of respondents said they have come alone to experience the enthusiasm at Sunday street.



05 Frequency of Visit to Sunday Streets

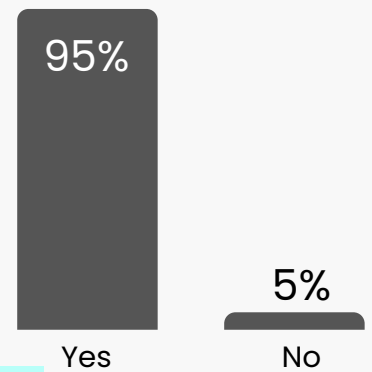
25% of the respondents visit it every Sunday. 48% of citizens often visit Sunday Street. Only 27% of the respondents came for the first time to Sunday street.

Perception of Mumbaikars about Sunday Streets



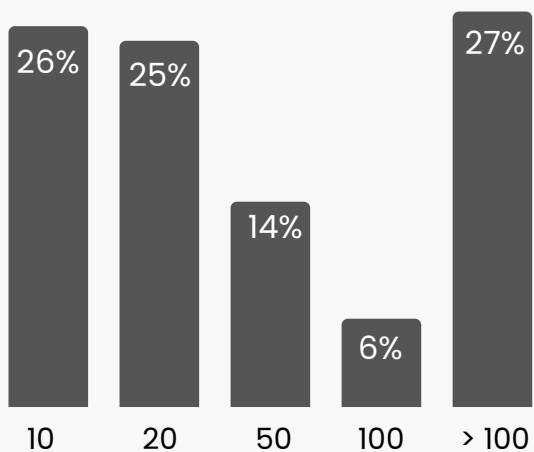
01 Functional Sunday Streets in Mumbai

According to 40% of the respondents, 1 - 3 Sunday Streets are functional in Mumbai, while only 15% of the respondents felt that Sunday Streets are currently happening in 10-12 streets of Mumbai. They also added that they didn't think it is functional in more streets due to the monsoon.



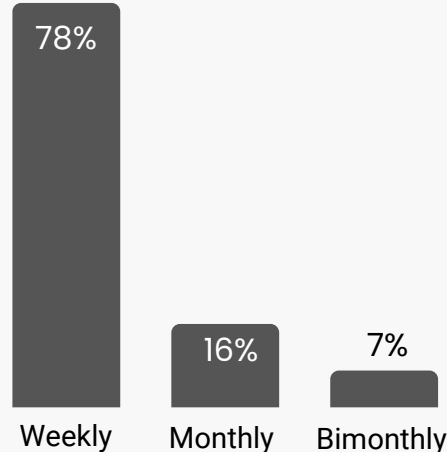
02 Expansion of Sunday Streets

According to 95% of the respondents, the Sunday Streets should be expanded in the city.



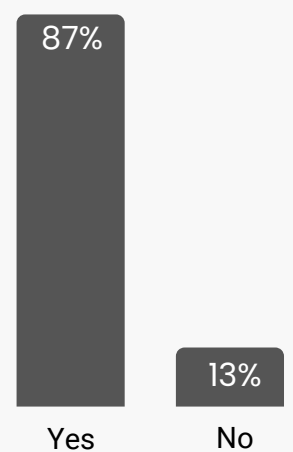
03 Expected Sunday Streets in the City

33% of the respondents suggested that there should be 100 or more than 100 Sunday Streets in the city, while 26% respondents felt there should be only 10 Sunday streets.



04 Expected Frequency of Visit

78% of the respondents said Sunday Street to happen every Sunday, while 16% suggested it should happen monthly and 6% said it should happen once in two months.

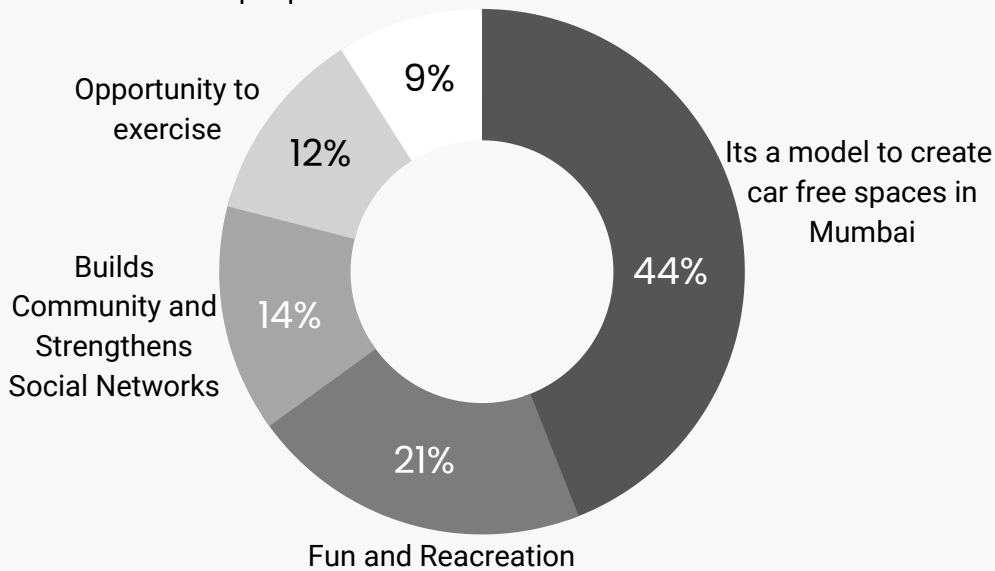


05 Some Streets as Permanent Sunday Streets

87% of the respondents would like to have some streets to be converted to Sunday Streets permanently.

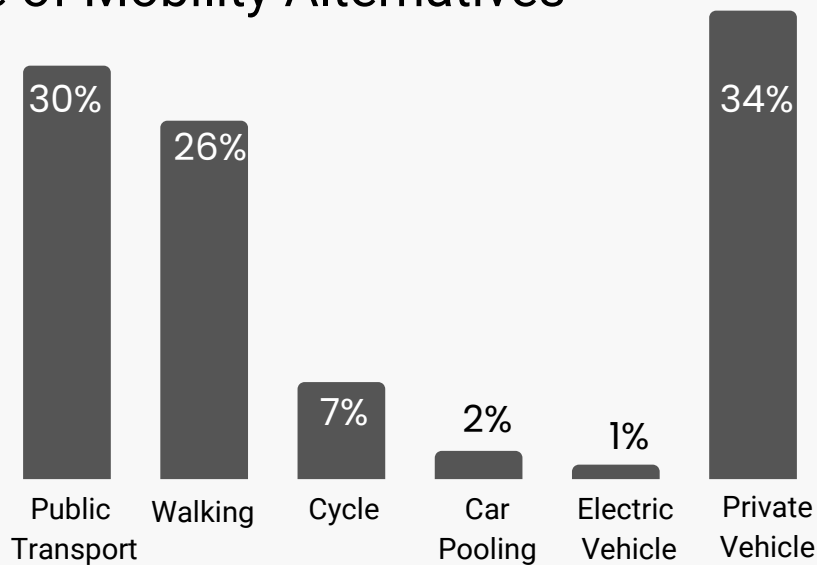
06 Importance of Activities on Sunday Streets

Provide a safe public space for people on the street



Responding to the importance of Sunday Streets, 44% of the respondents believe that it's a model to create car free spaces in Mumbai, 21% respondents thought it as a means of fun and recreation, 14% citizen thought Sunday Streets as a means to build community and strengthen social networks, 12% citizens thought it as an opportunity to exercise and 9% people thought it to be a safe place for people on the streets.

Use of Mobility Alternatives



30% of respondents used public transport to commute to Sunday Streets. It has been observed that most of the residents from MMR used public transport to reach Sunday streets. While 26% of people walked to Sunday Streets as most of them stay at a nearby Sunday Streets location. 34% people used private vehicles to reach Sunday Streets, 7% of the respondents used bicycles to reach the Sunday Streets.

Recommendations for Sustainable Sunday Streets

The city like Mumbai where the streets are dominantly car-centric, leading to vehicle congestion and public disturbance. According to the National Urban Transport Policy (NUTP), streets should be designed with an equitable allocation of road space. Streets can be vibrant community spaces for people to congregate, deliberate and celebrate. The events like Sunday street help citizens understand the impact of slowing down motorised traffic and prioritising walking and cycling on streets. A research conducted in Bogotá strengthens the claim that open streets encourage people to be physically active. Open streets initiatives also offer environmental benefits. Removing cars from the road, even just temporarily, provides a positive environmental impact, especially if the initiative is conducted on a weekly basis.

Open Street is about changing the way we view our streets and cities. Open Street provide us an opportunity to start to really think about who our streets currently function for and how they might function better.