40 YEARS OF

TRANSPORTATION ALTERNATIVES

EST 1973

Vision Zero Fleet Safety Forum

Hosted by NYC DOT and NYC DCAS

Queens Theatre

Flushing Meadows Corona Park

October 23, 2014

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ABOUT TRANSPORTATION ALTERNATIVES

Committed to improving every New Yorker's safety and walking, biking & transit options.

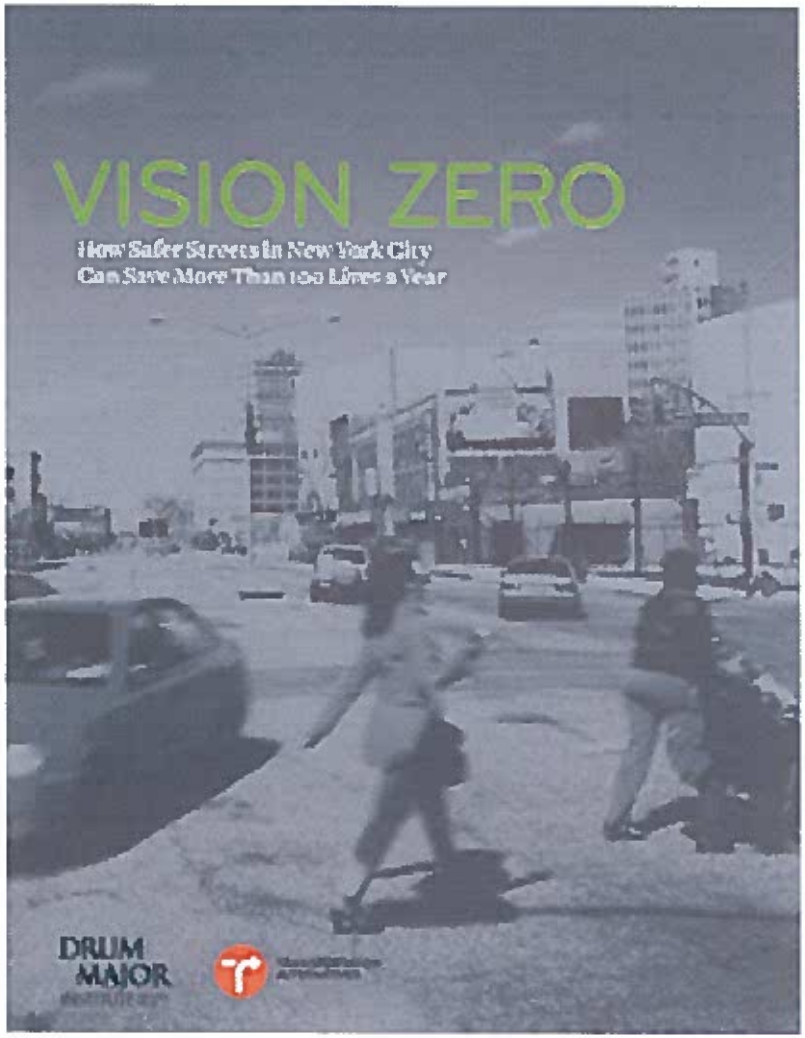
- **EST:** 1973
- **Staff:** 27 full-time, 35 part-time
- **Members:** 12,000
- **Street Activists:** 100,000

- A New Yorker is killed every 31 hours
- Every three hours, a New Yorker suffers a serious injury: dismemberment, disfigurement, or permanent disability
- Every eight minutes, a New Yorker is injured in traffic

Traffic crashes are the #1 cause of injury-related death for children.

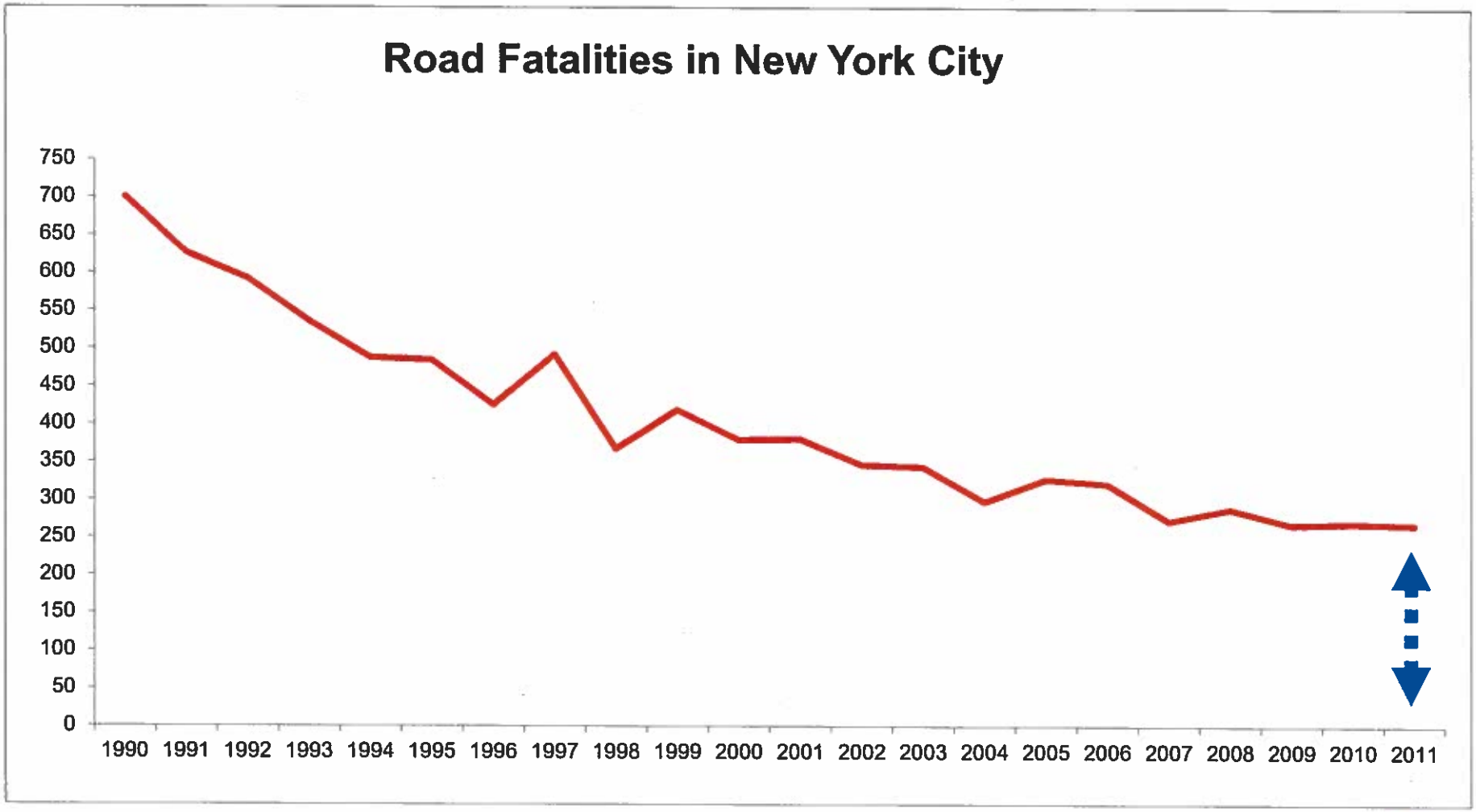
- 12% of City residents are older than 65
- 36% of pedestrians killed in traffic crashes are older than 65
- After falls, traffic crashes are the main cause of injury related death for seniors

STRATEGIC PLANNING



- **Traffic deaths and serious injuries are preventable:** Vision Zero is a city where no one is killed in traffic.
- **People are imperfect; they make mistakes:** Our street policies must be designed to encourage people to make better choices, and to minimize the danger posed when people don't make the best choices.
- **We know why traffic crashes happen.** Therefore, we can and must act to prevent the ensuing injuries and deaths.

DATA DRIVEN SAFETY



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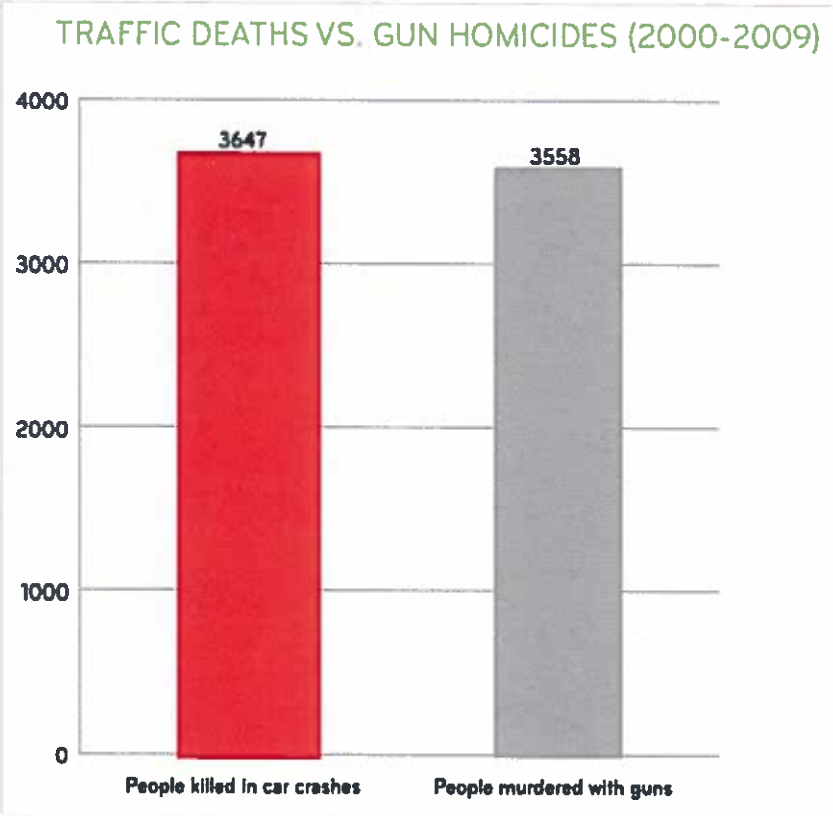
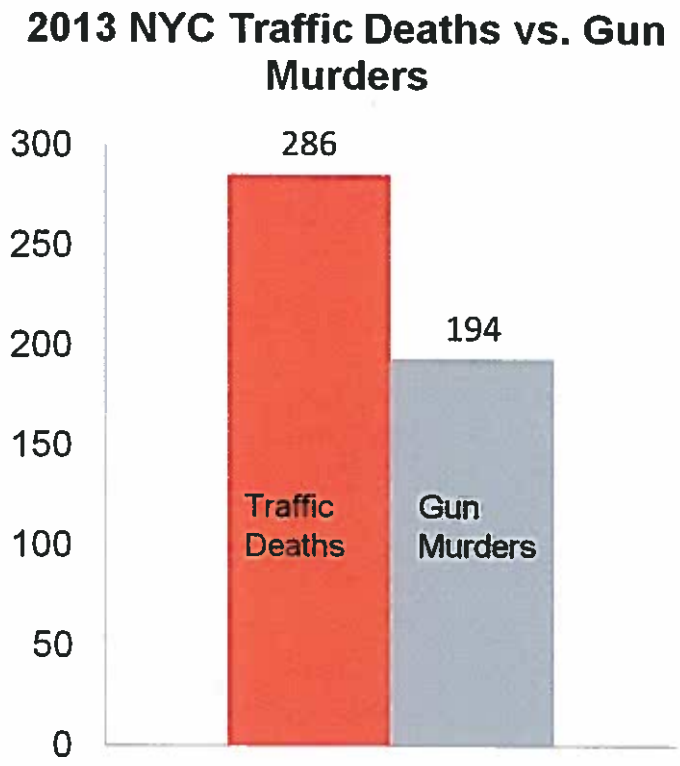




T.A. 2013 Election Year Platform:

The Safety First Plan: A Five-Borough Blueprint for New York City Streets

- ***Data Driven Traffic Safety Enforcement***
- Though more New Yorkers are killed in traffic than murdered by guns, the New York City Police Department does not take its traffic safety mandate seriously. The data driven strategy that helped reduce street crime is not applied to traffic crime. Many of the most serious infractions -- vehicular speeding and failure to yield to pedestrians -- do not receive adequate enforcement priority. The next mayor must strengthen the NYPD's commitment to traffic safety by instituting a data driven, zero tolerance policy for traffic deaths and serious injuries and set and start work on a multi-year goal of eliminating traffic deaths in New York City.

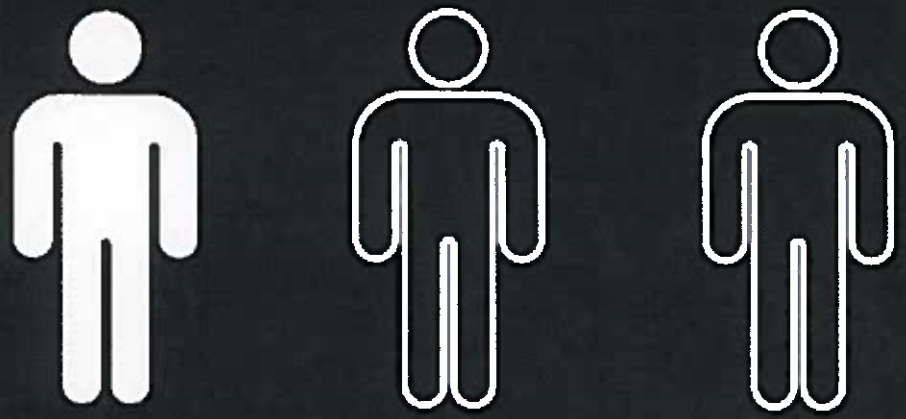
DATA DRIVEN SAFETY

ISSUE IMPORTANCE

I'm going to read you some issues facing New York City. Please tell me if you think the following issue is very important, somewhat important, not very important, or not at all important.

(%) Voters polled	Very important Important/Not important
Growing the economy and creating jobs	96 99/1
Preserving the quality of the mass transit system	83 96/3
Cracking down on reckless driving to improve safety	75 95/4
Fostering safer and more walkable neighborhoods	72 94/5
Protecting the environment and city parks	60 94/7
Reducing traffic congestion	51 91/7

DATA DRIVEN SAFETY



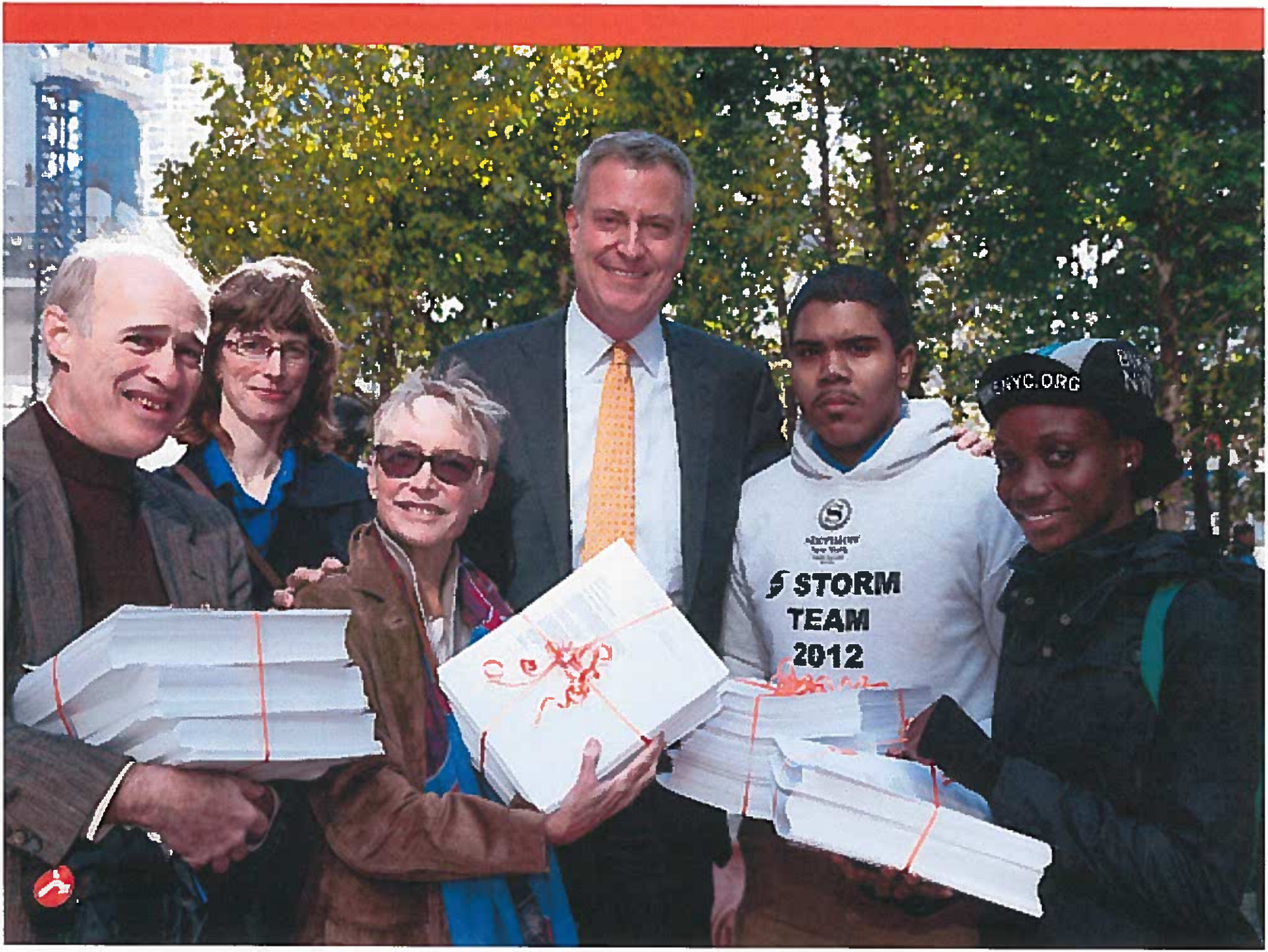
1 IN 3 VOTERS

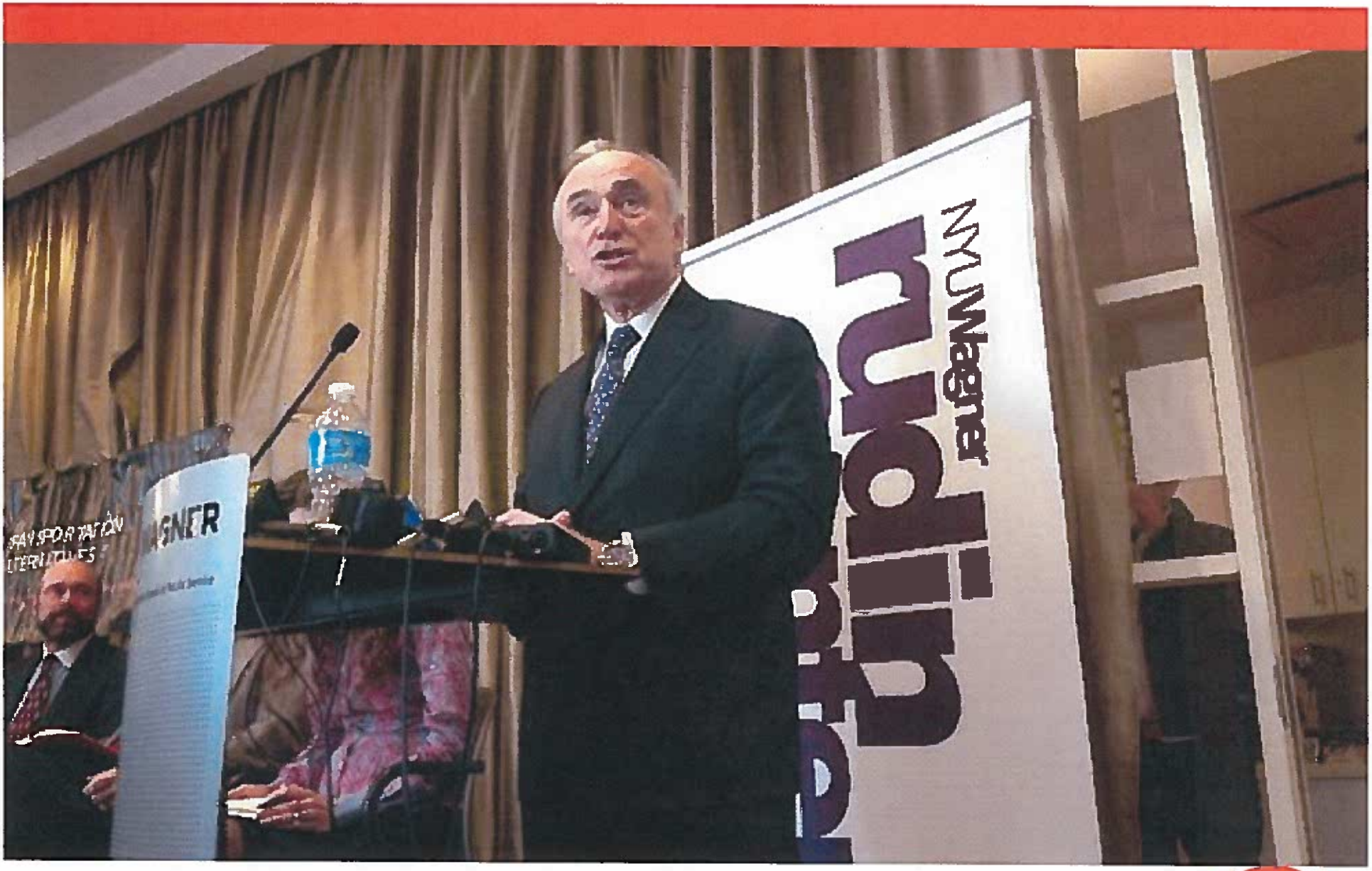
have been seriously injured or know someone who has been seriously injured or killed in traffic

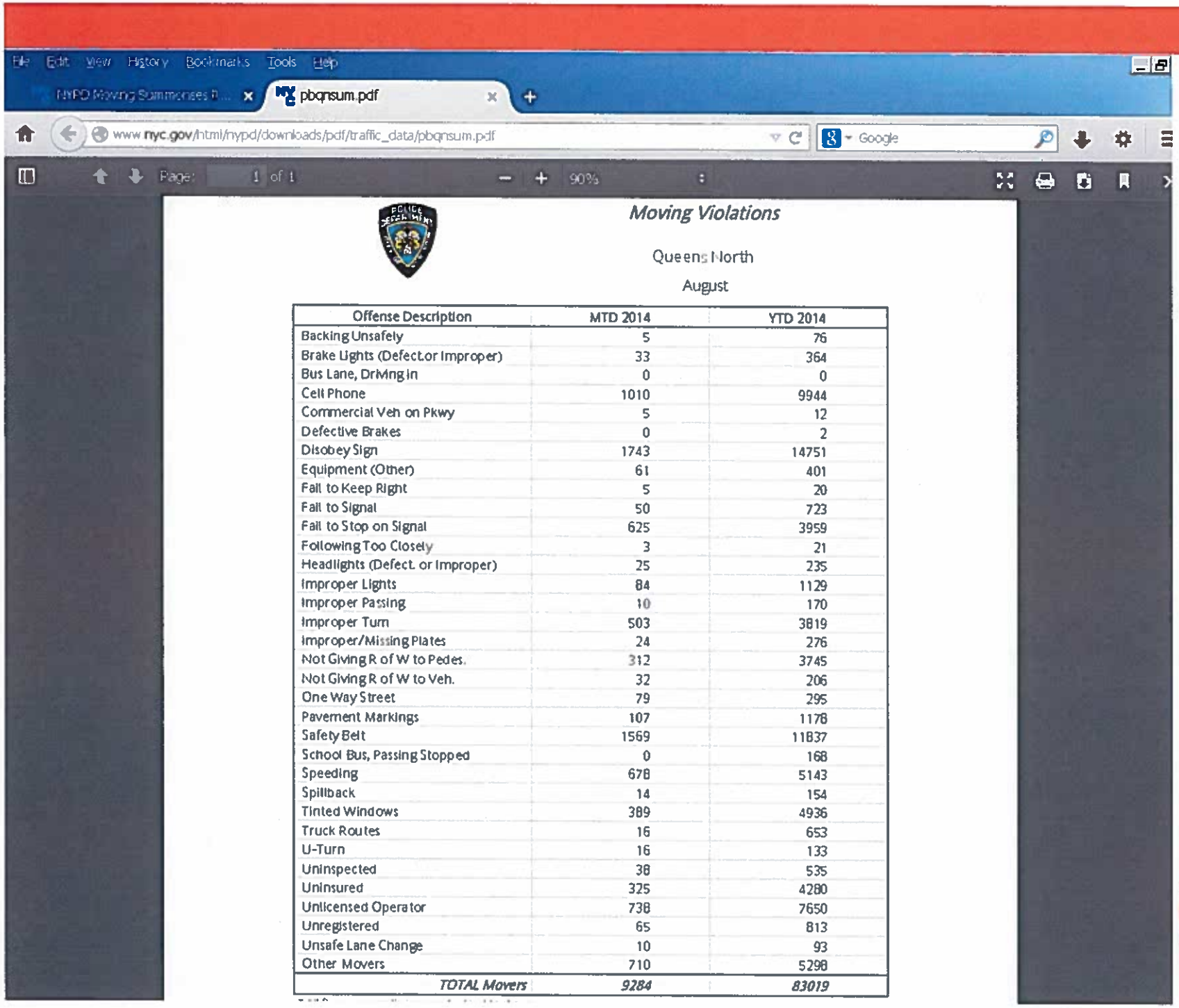
67% OF VOTERS* want protected bike lanes and pedestrian islands in their neighborhood

**77% of voters in the Bronx!*

Make our streets SAFE!!
OUR RIGHT OF WAY
I HAVE THE RIGHT OF WAY
NOT ONE MORE KILLED
In NYC, Motor vehicles kill more of us than gun murder.


STORM
TEAM
2012


NYU Wagner



Moving Violations

Queens North

August

Offense Description	MTD 2014	YTD 2014
Backing Unsafely	5	76
Brake Lights (Defect.or Improper)	33	364
Bus Lane, Driving in	0	0
Cell Phone	1010	9944
Commercial Veh on Pkwy	5	12
Defective Brakes	0	2
Disobey Sign	1743	14751
Equipment (Other)	61	401
Fail to Keep Right	5	20
Fail to Signal	50	723
Fail to Stop on Signal	625	3959
Following Too Closely	3	21
Headlights (Defect. or Improper)	25	235
Improper Lights	84	1129
Improper Passing	10	170
Improper Turn	503	3819
Improper/Missing Plates	24	276
Not Giving R of W to Pedes.	312	3745
Not Giving R of W to Veh.	32	206
One Way Street	79	295
Pavement Markings	107	1178
Safety Belt	1569	11837
School Bus, Passing Stopped	0	168
Speeding	678	5143
Spillback	14	154
Tinted Windows	389	4936
Truck Routes	16	653
U-Turn	16	133
Uninspected	38	535
Uninsured	325	4280
Unlicensed Operator	738	7650
Unregistered	65	813
Unsafe Lane Change	10	93
Other Movers	710	5298
TOTAL Movers	*9284*	*83019*

VISION ZERØ FOR CITIES *Symposium*

TRANSPORTATION ALTERNATIVES

TRAFIKVERKET
SWEDISH TRANSPORT ADMINISTRATION
VISION ZERO ACADEMY

COLUMBIA UNIVERSITY MEDICAL CENTER
Center for Injury Epidemiology and Prevention

Brooklyn Law School

FAMILIES FOR SAFE STREETS

November 13-15, 2014

- Learn about Vision Zero in the public policy and behavior change contexts
- See real world examples of Vision Zero
- Share best practices for maximum results

- More information: **transalt.org/VZCS**

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