

GETTING to ZERO



Tips for Sharing the Street

VISION
ZERO
nyc.gov/visionzero



On average, vehicles seriously injure or kill a New Yorker every 2 hours.

VISION ZERO

A NEW PLAN FOR NYC STREETS

Vision Zero is Mayor de Blasio's plan for ending traffic deaths and injuries on our streets.

These incidents are not just accidents waiting to happen—but crashes that are preventable through enforcement, education and street design.



EVERYONE DESERVES RESPECT

We can drive these numbers down. But this can only happen if each and every New Yorker participates in a cultural shift—one that prioritizes civility and consideration on the streets of New York.

SHARE
the **STREET**

**CRASHES ARE PREVENTABLE.
TOGETHER, WE WILL SAVE LIVES.**

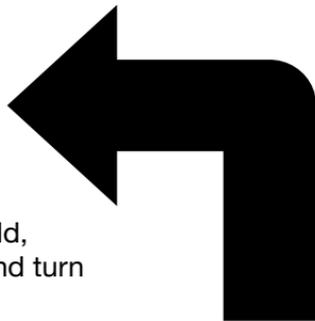


Dangerous driver choices are the primary cause or a contributing factor in 70% of pedestrian fatalities.

WHAT CAUSES CRASHES?

TURNING VEHICLES

27% of crashes that kill or seriously injure pedestrians involve a driver's failure to yield, especially when cars are making a left-hand turn on a two-way street.



SPEEDING

Pedestrian crashes involving unsafe vehicle speeds are twice as deadly.

AFTER DARK

40% of crashes involving pedestrians occur between 3pm-9pm.

Late night crashes are two times more likely to result in death.

Half of cyclist fatalities occur at night.





1 in 4 crashes killing or injuring pedestrians happen when they are in the crosswalk with the signal.

IF YOU DRIVE

PAUSE & WAIT BEFORE YOU TURN

Left turns severely injure three times as many pedestrians as right turns—after you find a break in oncoming traffic, there is still likely to be someone in the crosswalk where you are about to turn.



Turn slowly and expect people in the crosswalk every time.



Give pedestrians space. Stop at the stop bar—not in the crosswalk.



Neighborhood Slow Zones take the speed limit down to 20 mph on residential streets.

SLOW IT DOWN SPEED LIMITS ARE CHANGING

If you hit someone at 30 mph, you are twice as likely to kill them than if you hit them at 25 mph.

This is why the speed limit in New York City is changing to 25 mph.





Pedestrians are ten times more likely than vehicle occupants to die in a crash.

WHEN YOU WALK

DO WHAT YOU CAN TO BE SEEN

Hawaiian shirts might not be your style, but adding a brightly colored umbrella or scarf will help others see you.



Stop at the curb. The sidewalk is the safest place to stop and check for traffic.



3 out of 4 crashes occur at intersections. Some spots are more complicated than others. Be especially alert for traffic turning left.

LOOK IN ALL DIRECTIONS FOR MOTOR VEHICLES AND BICYCLES



Even if it's a one-way street... even if the signal is in your favor... look around, just in case.



89% of cyclist fatalities
occur at intersections.

BIKE SMART

STAY OUT OF THE BLIND SPOT

Turning trucks and buses cannot see a bicycle in their blind spot.



Be seen at night. A white headlight and red taillight are required by law and wearing something reflective is really smart.



Do not pass when trucks and buses are turning, especially on the side they are making the turn.

GO WITH THE FLOW

BIKE IN THE DIRECTION OF TRAFFIC



A head-on collision is much more serious than a rear-end collision.

Cars, pedestrians, and other cyclists expect all traffic to come from the same direction.



In New York City, the most common reason for a crash is driver inattention.

FOCUS

EYES ON THE ROAD

Reaching for, reading, dialing or typing on cell phones take your mind off driving, eyes off the road and hands off the wheel.



Looking away for just 4 seconds, at 25 mph, is like driving an entire block with a blindfold on.



Allow plenty of travel time and be aware of delays or hazards. You're more likely to be a safer driver when you feel calm.

BE PRESENT BEHIND THE WHEEL

Alcohol and other drugs—including prescription and over-the-counter painkillers—can cause drowsiness and blurred vision. They can slow your reflexes and impair decision-making.



Crashes can be prevented
and it's up to us to get the
message out.

GET INVOLVED

TALK IT UP

Spread the word in your community that crashes can be prevented. Ask friends to use the street respectfully when they walk and if they drive or ride a bike.



NYPD is cracking down on dangerous driving and everyone must do their part to keep the streets safe.

ATTEND A WORKSHOP TOWN HALL OR COMMUNITY MEETING

You can voice your opinion or shape the way the streets are designed in your borough by attending a Vision Zero event. You can express your concern at a Precinct or Community Board meeting.

We are coming to a neighborhood near you. Look for teams on the street handing out flyers and talking to your community. You will see ads on bus shelters, in stadiums, and in TLC vehicles spreading the message.



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