

Vision Zero: City Announces Return of Dusk and Darkness Campaign, Warning New Yorkers of Heightened Dangers to Pedestrians During Fall Evenings

 nyc.gov/html/dot/html/pr2025/vision-zero-dusk-and-darkness-campaign.shtml



Visibility Decreases at Dusk

IF YOU DRIVE:

- Slow Down:** At 25 MPH drivers are better able to avoid crashes.
- Don't Cut Corners:** A safe turn is 5 MPH. Pause and look for people in the crosswalk every time.

WHEN YOU WALK:

- Do What you Can to Be Seen:** Drivers' vision drops tenfold as night falls so you might not be visible.
- Watch for Turning Vehicles:** More pedestrians are hurt in crashes around sunset than any other time.

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IMMEDIATE RELEASE

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As Clocks Fall Back Next Weekend, Hours Near Sunset Become the Most Dangerous of the Year for Pedestrians

Signature Campaign Uses Education Through Public-Service Messaging and High-Visibility Driver Awareness, Combined With Heightened NYPD Enforcement

NEW YORK – New York City Department of Transportation (NYC DOT) Commissioner Ydanis Rodriguez and New York City Police Department (NYPD) Chief of Transportation Olufunmilola Obe were today joined by partners in the city's Vision Zero initiative to kick off the annual 'Dusk and Darkness' public safety campaign to keep New Yorkers safe on city streets, ahead of the end of daylight-saving time this Sunday, November 2. With the city so far recording one of its safest-ever years for traffic deaths, this year's Dusk and Darkness campaign combines proven tactics to combat elevated rates of fatal crashes. During fall evenings, rush hour occurs at a time when sunlight and visibility are dramatically and suddenly reduced, leading to the highest fatal crash rates of the calendar year. Begun in 2016, *Dusk and Darkness* has focused the city's suite of street safety tools. The campaign focuses on reckless driving in the hours when vision is

dramatically reduced. The campaign combines public-service messaging with expanded NYPD enforcement of dangerous moving violations during the evening and overnight hours, traditionally the most dangerous of the year for pedestrians.

"When the sun goes down, risks for pedestrians go up, and as the sun sets earlier during the late fall, our Dusk and Darkness campaign is about encouraging all drivers to slow down, turn carefully, and always remain vigilant when behind the wheel," said **NYC DOT Commissioner Rodriguez**. "With NYPD officers going after distracted driving and our automated cameras getting drivers to stop at red lights and slow down, drivers need to do their part as well as the sun sets earlier."

"As daylight ends earlier each evening, the NYPD's presence will only increase to protect and keep everyone safe on our streets," said **NYPD Chief of Transportation Olufunmilola Obe**. "Visibility changes quickly at this time of the year, and that momentary difference can be life or death for a pedestrian or cyclist. The NYPD's message is simple: slow down, stay alert, and share the streets responsibly — because every safe choice helps save a life."

"When it's sunset, change your mindset," said **Taxi & Limousine Commissioner and Chair David Do**. "Be extra vigilant when it comes to safety on the roads at this time of year and this time of day. Years of data and individual tragedies tell us that this is the time when pedestrians, cyclists, and drivers are most at risk."

"Every New Yorker should feel safe walking along our city's streets, any time of day," said **Acting Health Commissioner Dr. Michelle Morse**. "As fall evenings bring earlier sunsets, we know pedestrian deaths and injuries increase. The Vision Zero campaign reminds us how we all can support each in staying safe. By working together and staying alert, we can protect one another and continue making progress toward fewer pedestrian related injuries in our communities."

"As days grow shorter each fall, the risks on our streets grow higher, and that's why this campaign matters," said **DCAS Commissioner Louis A. Molina**. "We're proud to join our Vision Zero partners in advancing a culture of safety and awareness citywide. Every message, every enforcement effort, and every act of caution on our streets helps protect lives and move us closer to a safer New York City for all."

"Dusk and Darkness serves as an important annual reminder to the trade waste industry that safety must be top of mind, especially as driver visibility decreases this time of year," said **Business Integrity Commission (BIC) Commissioner and Chair Elizabeth Crotty**. "Thank you to DOT and our other Vision Zero partners for all their great work. Together, through enforcement, outreach, and education efforts like Dusk and Darkness, we will continue to make strides improving public safety on our streets."

The Dusk and Darkness campaign this year includes the following initiatives:

Day of Awareness: Prior to clocks 'falling back' early Sunday morning, November 2, DOT and NYPD Vision Zero Street Teams are today undertaking community engagement efforts at high-visibility locations across the five boroughs to remind commuters of the increased dangers of traffic crashes during the fall evening and overnight hours.



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Dusk and Darkness tips being distributed today to drivers and pedestrians. Credit: NYC DOT

Increased Evening and Overnight Enforcement: Starting in late October, the NYPD increased enforcement in preparation for the Dusk and Darkness campaign. Focused on the late afternoon and evening shift, NYPD officers are deployed on highways and local streets, focusing on driving behavior that endangers vulnerable road users. Officers will enforce hazardous driving violations — with a focus on drivers who speed, disobey traffic signals, fail to yield to pedestrians, and drive distracted — to keep pedestrians and cyclists, especially older adults and children, safer in neighborhoods throughout the city. NYPD traffic enforcement agents will also improve lines of sight by focusing enforcement on vehicles that are double-parked, obstructing crosswalks, and blocking bike and bus lanes.

Addressing Reduced Driver Perception: As the end of daylight saving time approaches on Sunday, city agencies and other partners will use social media channels to alert drivers to the dangers of lower visibility, while encouraging them to follow the 25-mile-per-hour citywide speed limit and to yield to pedestrians and cyclists throughout the season.

For-Hire Vehicle Driver Safety: TLC will visit areas frequented by for-hire vehicle drivers to remind them of the importance of using extra caution during low-visibility periods, including by driving 25 miles per hour unless otherwise posted. TLC will also reiterate this message to drivers and passengers via social media.

The Dusk and Darkness campaign is a part of New York City's multi-pronged Vision Zero approach to enforcement, education, and street redesign. [At this point in 2025, traffic fatalities are among the fewest ever seen in New York City's 115-year recorded history](#), with declines of 18 percent from the same period in 2024.

"Drivers on New York City's busy streets should use extra care and caution all the time, but especially when the city reverts to standard time in November," said **Eric McClure, executive director, StreetsPAC**. "The decreased visibility ushered in by earlier sunsets and longer nights make streets less safe for pedestrians and cyclists, and drivers can do their part by slowing down and staying focused on the road. We thank Commissioner Rodriguez and Chief Obe for making safety a priority when daylight-saving time ends – and all year round."

"When daylight saving time ends, the combination of reduced visibility and adjusted sleep schedules makes the afternoon commute more dangerous. We're grateful to all the city agencies that looked at this data and are taking decisive action," said **Alec Slatky, managing director of public and government affairs for AAA Northeast**. "To prepare for the time change, drivers should ensure their headlights are in good condition, monitor their drowsiness, and travel at a safe speed."

"As daylight hours shorten and visibility on our streets diminishes, safety becomes an even more urgent priority," said **Ken Podziba, CEO of Bike New York**. "The *Dusk and Darkness* campaign serves as a vital call to action for all drivers to slow down, remain alert, and share the road responsibly. At the same time, we encourage cyclists to make themselves more visible by using lights, wearing reflective gear, and riding predictably. Bike New York is proud to partner with Commissioner Rodriguez and the Department of Transportation, the NYPD, and Vision Zero partners to champion these life-saving measures and advance our shared goal of safer streets for every New Yorker."

"As it gets dark sooner, we're heading into one of the most dangerous times of the year for pedestrians and bike riders," said **Ben Furnas, Executive Director of Transportation Alternatives**. "Reckless and hazardous driving kills hundreds of New Yorkers every year, and double parking and blocked intersections are incredibly dangerous. Thank you to our partners in government for working towards clear, safe roads for everyone during some of the deadliest days of the year."

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