

DEAR PARENTS + CAREGIVERS,

Every day over one million children travel to and from New York City public schools – as well as libraries, afterschool programs, sports and arts activities – you name it! Walking is an important part of the journey. Your child’s class is participating in this year’s “We’re Walking Here” competition. They will have an opportunity to get out and walk and record their walking over the course of two weeks. Then they will create important Public Service Announcements (PSAs) to share with the public.

This year the theme of the PSA competition includes Vision Zero, the City’s effort to drive down traffic fatalities and injuries. Students will get an opportunity to talk about the importance of safer streets to walk on and ask people no matter how they get around to do so safely.

Please support this effort over the course of the fall and help us make the streets safer than they have ever been before.

The Vision Zero Education Team
New York City Department of Transportation

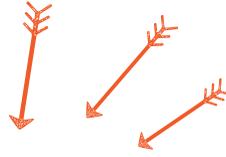


VISION ZERO 
Building a Safer City



Crashes are preventable and together we can save lives.

KEEP SAFE



Pedestrians are much more vulnerable than car occupants in a crash.

WHO?

When it comes to traffic danger, people between ages 5 and 17 and over age 60 are the most at-risk pedestrian groups.



HOW?

Driver inattention was cited in at least 1 in 3 crashes resulting in pedestrians seriously injured.

WHERE?

In New York City 3 in 4 serious pedestrian crashes occur at intersections.



WHEN?

Two-fifths of serious pedestrian crashes occur between 3pm and 9pm.

KEEP

HEALTHY



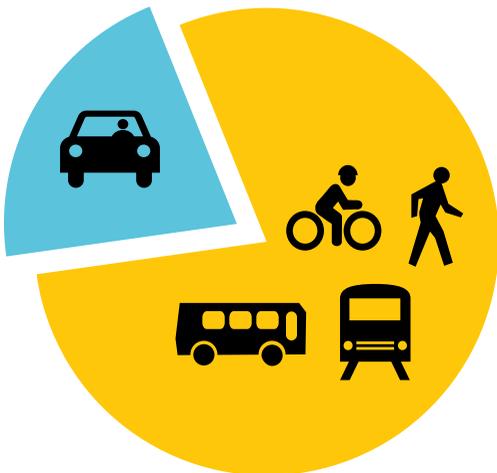
Walking makes your heart healthy and strong.

On average, people who walk or bike to work or school get more than an hour of exercise daily. They also lower their risk of heart disease and diabetes.



The highest concentrations of particulate matter are found in areas where traffic density is highest.

If fewer cars are on the roads, air quality will improve.



How do New Yorkers get to work?

Only 23% of New Yorkers drive. The rest take public transit, walk or bike.

1 IN 4

transit trips in the U.S. is made in New York.

STREET SURVEY

1 Have you ever been hit by a car?

YES NO

2 Do you know someone who has been hit by a car?

YES NO

3 Have you ever had a near-miss or other dangerous interaction with a car?

YES NO

4 Do you think it's easy for you to travel to and from school?

YES NO

5 How do you usually get to and from school?

CAR
PUBLIC TRANSIT
SCHOOL BUS
BIKE
WALKING
OTHER

6 Which one do you think the streets are designed for? Circle all that apply.

CARS BIKES
TRUCKS PEDESTRIANS
BUSES OTHER

7 If there is a crash and a pedestrian is hit by a car, who is most likely at fault?

THE DRIVER OF THE CAR
THE PEDESTRIAN
THE DESIGNER OF THE STREET

SCHOOL ZONE DANGERS

Discuss the area around your school with your team. What are the typical behaviors of vehicles and people on the streets each day? Write down your comments below.

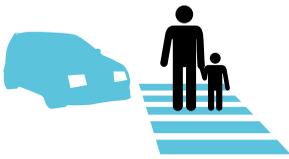
Typical Behaviors

What could change?

Dangerous
Vehicle Speeds



Cars yielding to
pedestrians/turning



Distracted pedestrian
behaviors



Traffic Signals
(What is the timing
of the lights?)



Distracted cyclist
behaviors



DANGEROUS DRIVING

In a five- to ten-minute period (your teacher will decide), record with a partner the number of cars you see exhibiting noticeable dangerous driving behaviors and record them in the appropriate box.

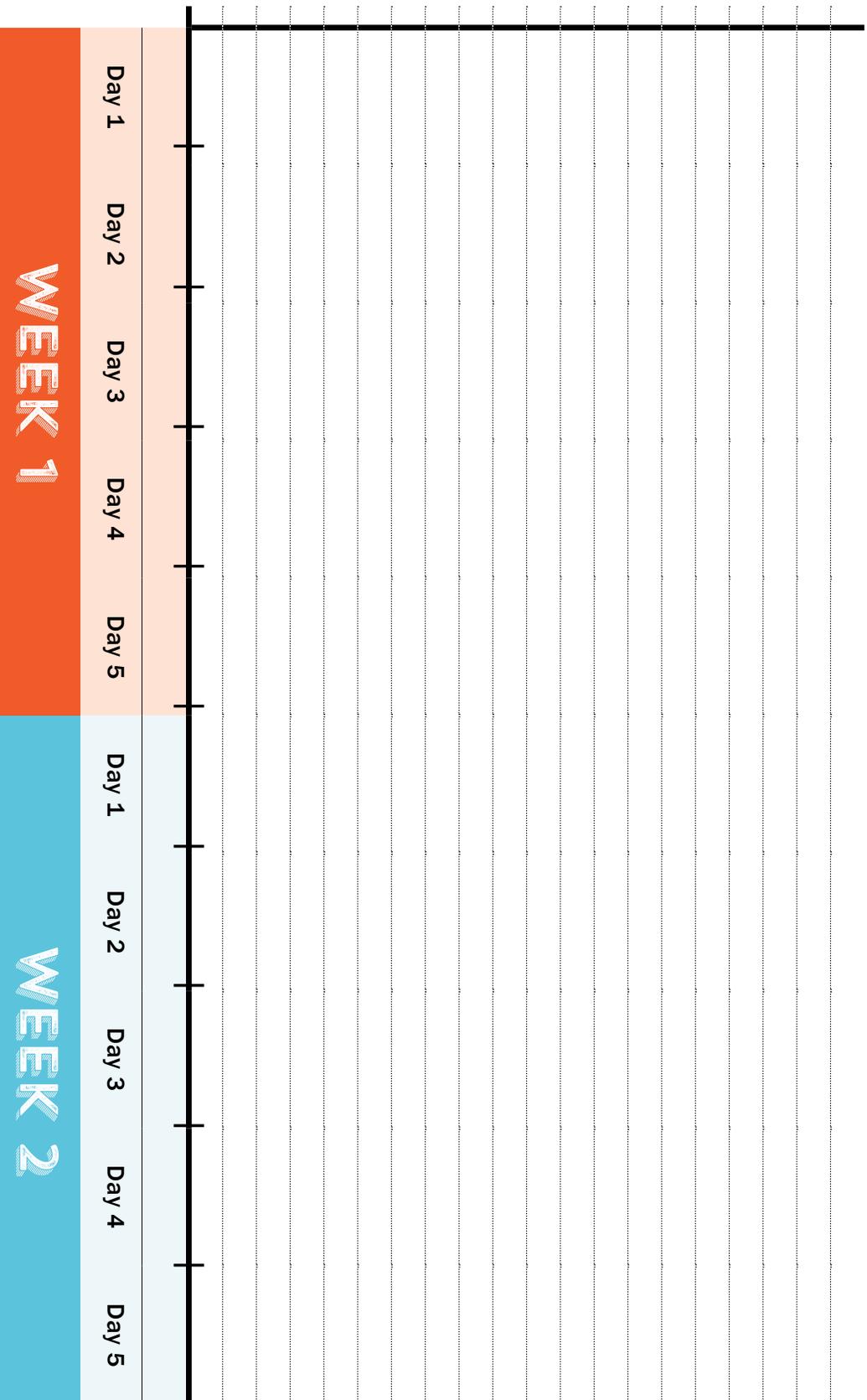
Texting 	Talking on Cell Phone 	Turning Too Quickly 	Speeding Through Yellow Light 
TOTAL:	TOTAL:	TOTAL:	TOTAL:

BLOCKS YOU WALKED

CLASSROOM GRAPH

Two-week Grand Total:

Number of Blocks



PLAN YOUR MESSAGE

BRAINSTORM

What did you learn about walking while counting the blocks you had walked?



FOCUS

What one key thing would you tell people to make clear that we need to be safer on the streets?

WHY?

Why should people prioritize safety on our streets?



YOUR MESSAGE

Can you create a “catch phrase” to build your PSA announcement around? Whether you are drawing a poster or making a video, this will be important.



CREATE

Now sketch out your plan.