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## **Vision Zero Agencies Host Fleet Safety Workshop**

By: Keith Kerman

The COVID-19 crisis has had an unexpected impact on national road safety. Multiple reports have indicated an increase in crashes, fatalities, and speeding since the pandemic began.

New York has made critical progress in bending the curve on infections, and we need to keep doing the same on crashes. This starts with training and education. As part of Vision Zero, training efforts from DOT, MTA, DCAS, BIC, and TLC have included over 150,000 NYC drivers.

With the coordination of the Mayor's Office of Operations, these efforts continued this month with a two-part virtual Fleet Safety Forum on June 24 and July 1. These sessions have involved up to 100 companies including waste management, for-hire vehicles, school bus operators, non-profits, and public fleets.

The workshop discussed best practices in safety such as telematics, automatic braking, truck side-guards, and cameras. The workshop also focused on ways to make training impactful, memorable, and how best to change behaviors. Trainers discussed how to make dramatic openings, the role of emotions, the use of data in training, and the effective use of video.

Fleet operators were shown a series of these safety videos including:

- ["Drive Like Your Family Lives Here"](#)
- ["Safety First"](#)
- ["I see you"](#)

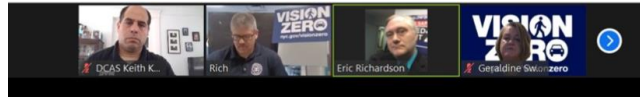
A goal of the forum was to help private and other public fleets improve their own training efforts and to share training content. Road Safety partner Together for Safer Roads (TSR) also presented along with member companies on corporate best practices in safety. DCAS and TSR are partnering on a Global Leadership Council for Fleet Safety. More information is available [here](#).

Under [Mayoral Executive Order 53](#), signed in February 2020, DCAS is charged with building a Fleet of the Future Network to promote safety and sustainability. We plan to continue and expand these types of programs as we roll out this initiative.

Recordings of both sessions, along with videos and presentations, will be available [here](#).

Thanks to the MTA, DOT, TLC, BIC, DCAS, and the Mayor's Office Vision Zero Task Force for putting these sessions together. Special thanks to Rich Cerezo from MTA, Rob Viola and Kim Wiley-Schwartz from DOT, Geraldine Sweeney and Mira Atherton from the Mayor's Office of Operations, and David Braunstein, TSR, and to DCAS, for presenting. You can read more about the City's Vision Zero efforts in the recently released Year 6 Annual Report found [here](#).

**Wishing all of you a healthy, safe, and happy Fourth of July weekend!**



### Eliciting an Emotional Response



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