



Bill de Blasio, Mayor
 Lisette Camilo, DCAS Commissioner
 Keith T. Kerman, Chief Fleet Officer

OCTOBER 27, 2016

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OCTOBER 27TH IS VISION ZERO DAY OF AWARENESS!

MAHANTH S. JOISHY

Vision Zero combines strong enforcement and better roadway engineering with high visibility awareness campaigns to improve driver behaviors. Today, Mayor de Blasio is leading the NYC Vision Zero Day of Awareness which is geared toward helping us reach the goal of zero fatalities on the road. This campaign features a slate of community events by outreach teams in all five boroughs, and also a social media campaign called #YourChoicesMatter. City Hall, DOT, and other agencies will be programming the public events throughout the day.



All of us who work for the City can lead by example and participate in several ways. You can follow the public events on the news and inform your family and friends about them. NYC has created posters for Your Choices Matter which can be shared on social media including Twitter, Instagram, and Facebook. These posters and messages are focused on themes such as driving at the speed limit of 25mph, using extra caution at intersections, and watching out for pedestrians. These, along with the NYC Fleet Vision Zero Safety posters, can also be posted in your workplaces as well. We have attached printable copies of all the posters.

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If you would like to learn more about Vision Zero or fleet safety, or if you would like fleet safety posters for your office or facility like the one above posted at TLC, please reach out to mjoishy@dcas.nyc.gov.

Speeding is a leading cause of traffic deaths.

Slow down.
 Your choices matter.
 VISION ZERO



78% of pedestrian deaths and injuries occur in the crosswalk.

Turn slowly.
 Your choices matter.
 VISION ZERO



1 in 4 pedestrian deaths and injuries involve turning vehicles.

Turn slowly.
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