



speeding

Speeding is a leading cause of traffic deaths in New York City.

Pedestrians struck at 30 MPH are twice more likely to die than if struck at 25 MPH.

NYC's camera enforcement reduces speeding violations by half.

Vehicle stopping distance improves by 45 feet when travelling 25 MPH versus 30 MPH.

People who drive 25 MPH or slower are better able to avoid crashes.

turning

78% of New Yorkers killed or injured while walking were at intersections.

Left turns are three times more dangerous than right turns.

Turns faster than 5 MPH put pedestrians at risk.

1 in 4 pedestrian deaths and injuries involve turning vehicles.

Left turns require drivers to judge gaps in oncoming traffic while also respecting pedestrian right of way.

Always expect pedestrians. Pause and scan the crosswalk before turning.

visibility

Pedestrian fatalities go up by 50% from September through January.

Depth perception, color recognition, and peripheral vision are compromised in darkness.

Vision drops tenfold as night falls.

More pedestrians are hurt in crashes around dusk than any other time.

In darkness, drivers can fail to recognize pedestrians until they are dangerously close.

Fatigue can decrease reaction time and coordination, leading to a greater risk of crashes.

Low light makes it difficult for the eyes to focus properly.