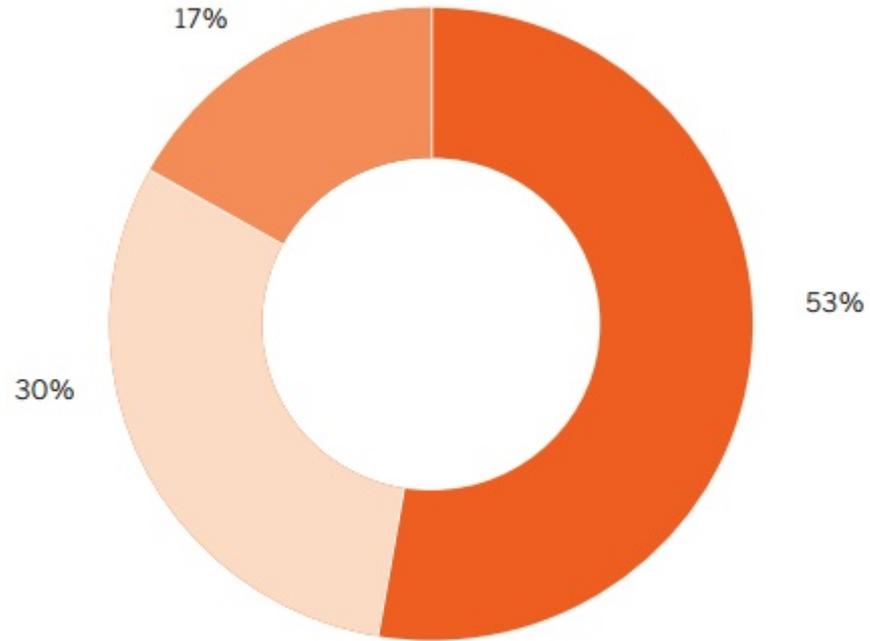




VISION
ZERO
nyc.gov/visionzero

VISION ZERO: Causes of Fatal Crashes

FACTORS CONTRIBUTING TO PEDESTRIAN FATALITIES



53%: Dangerous Driver Choices

30%: Dangerous Pedestrian Choices

17%: Dangerous Driver and Pedestrian Choices

Data: NYC DOT 2008–2012

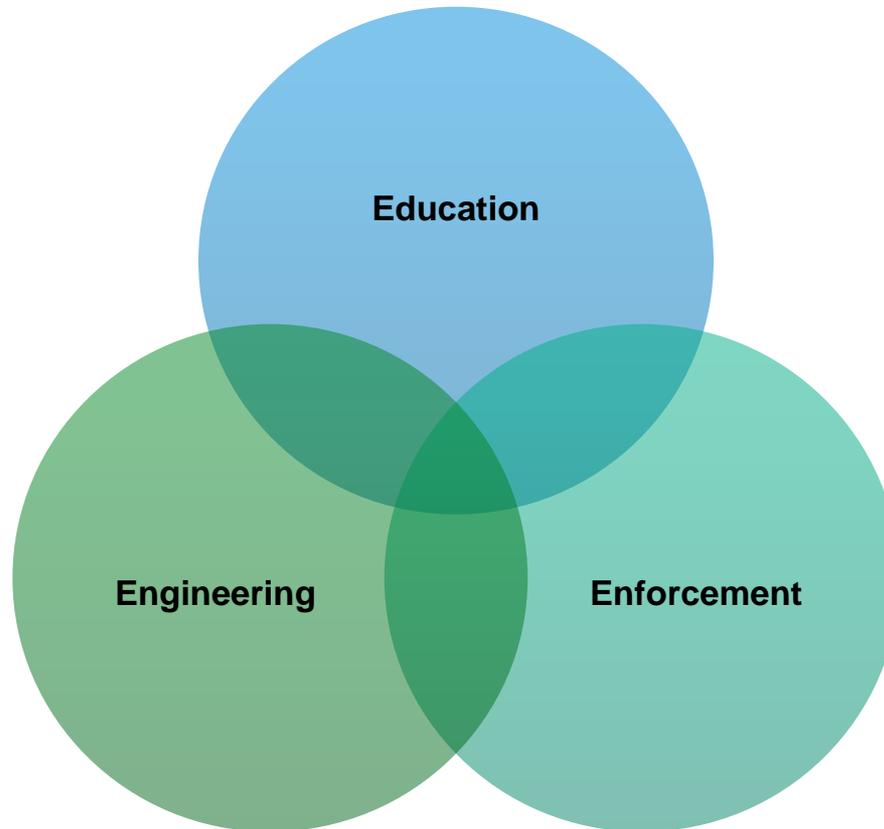
VISION ZERO: Causes of Fatal Crashes



Vehicle Type	% of Registrations	Total Fatal & Serious Injury Crashes	% of Total Fatal & Serious Injury Crashes
Private Vehicle	90%	4,530	79%
For-Hire	2.1%	771	13%
Truck	3.6%	246	4%
Bus	0.4%	177	3%

VISION ZERO: Working Together to Reach This Goal

VISION ZERO

The logo for Vision Zero features the words "VISION ZERO" in a bold, dark blue, sans-serif font. The letter "O" in "VISION" is replaced by a white silhouette of a pedestrian walking. The letter "O" in "ZERO" is replaced by a white silhouette of a car.

VISION ZERO: Redesigning Intersections



- Better Street Design : Smart, Simple, Safe

VISION ZERO: Outreach & Education



- Street Teams are working across the City to inform cyclists, pedestrians, and all drivers about how to play their part in traffic safety
- Advertisements highlight behavior changes to improve safety and the potential consequences of collisions
- Passengers can now see Vision Zero ads on Taxi TV

VISION ZERO: Speeding



- **Speeding** is a leading cause of fatal crashes in NYC
- More people are killed by speeding drivers than drunk drivers and drivers on cell phones combined.
- The speed limit in NYC is **25 MPH** unless otherwise posted
- Drivers can politely explain to their passengers that they cannot speed

VISION ZERO: Failure to Yield to Pedestrians



- **27%** of pedestrian fatalities and serious injuries are caused by a turning driver who strikes a pedestrian in the crosswalk
- Drivers who are turning are always responsible for the safety of pedestrians in the crosswalk – no matter who had the light.

VISION ZERO: Failure to Yield: Left Turns



- **Left turns** are three times as likely to kill or seriously injure a pedestrian as right turns.
- When turning left, the driver's vision is partially blocked by the A-pillar, making it harder to see pedestrians in the left crosswalk

VISION ZERO: Distracted Driving



- **Driver inattention**, including use of cell phones and other mobile devices, contributes to **36%** of pedestrian fatalities and serious injuries in NYC
- According to TLC rules, drivers are not allowed to use phones, hands free or otherwise, while operating a vehicle.

VISION ZERO: Fatigued Driving



- When you **drive while drowsy**, you are more likely to crash your car. Drowsiness limits your attention to the road and slows your reaction time for breaking or steering.
- Take breaks during your shift and stop driving any time you feel tired.

HELPFUL REMINDERS: Passenger Behavior



- To avoid any injuries, remind passengers to exit on the **curbside** only!
- Passengers do not dictate the speed of the taxi – drivers do. Politely remind passengers of the speed limit and traffic safety concerns

HELPFUL REMINDERS: Bike Lanes



VISION ZERO: TLC Safety Honor Roll



- 256 Drivers in 2015
- 179 drivers made the TLC Safety Honor Roll for the first time in 2015
- **Criteria:** No crashes involving injuries, traffic violations, or the violation of TLC safety rules over the past 5 years



GEOX

130 N.Y.

130 N.Y.

BUS STOP

3144

1234