



VISION ZERO IN NEW YORK CITY

Julia Kite-Laidlaw, Director of Strategic Initiatives, NYC DOT

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NEW YORK CITY IS A VISION ZERO CITY

Reviewing the Key Principles

- Deaths and serious injuries on our roads are preventable.
 - The only acceptable number of people killed is zero.
 - Safe systems: our roads should be “forgiving” of human error.
 - We may not be able to stop every crash, but we can make the consequences of those crashes less severe.
 - And we say “crash,” not “accident.”
- Engineering, enforcement, education.
- Defying the national trend with a 32 percent decline in all fatalities, and a 38 percent decline specifically in pedestrian fatalities since 2014.

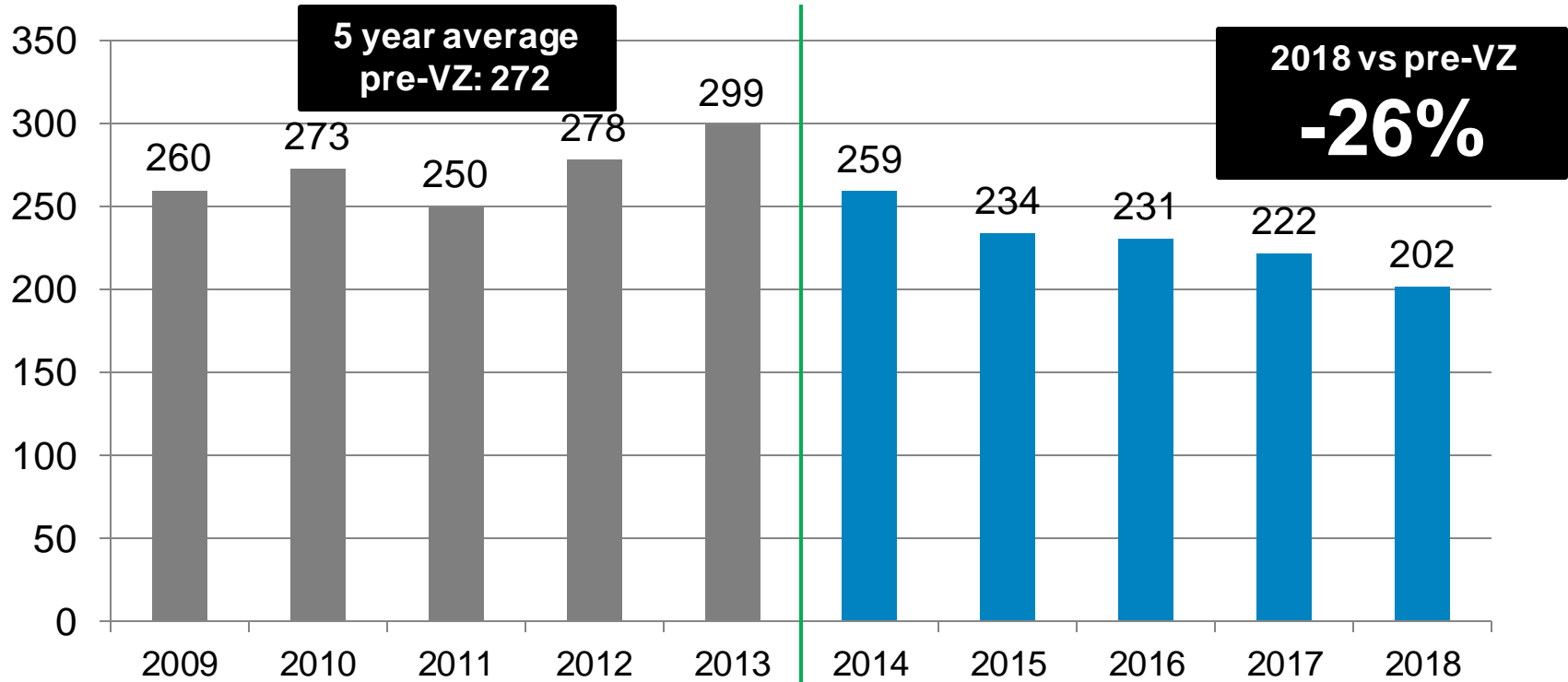


THE RESULTS

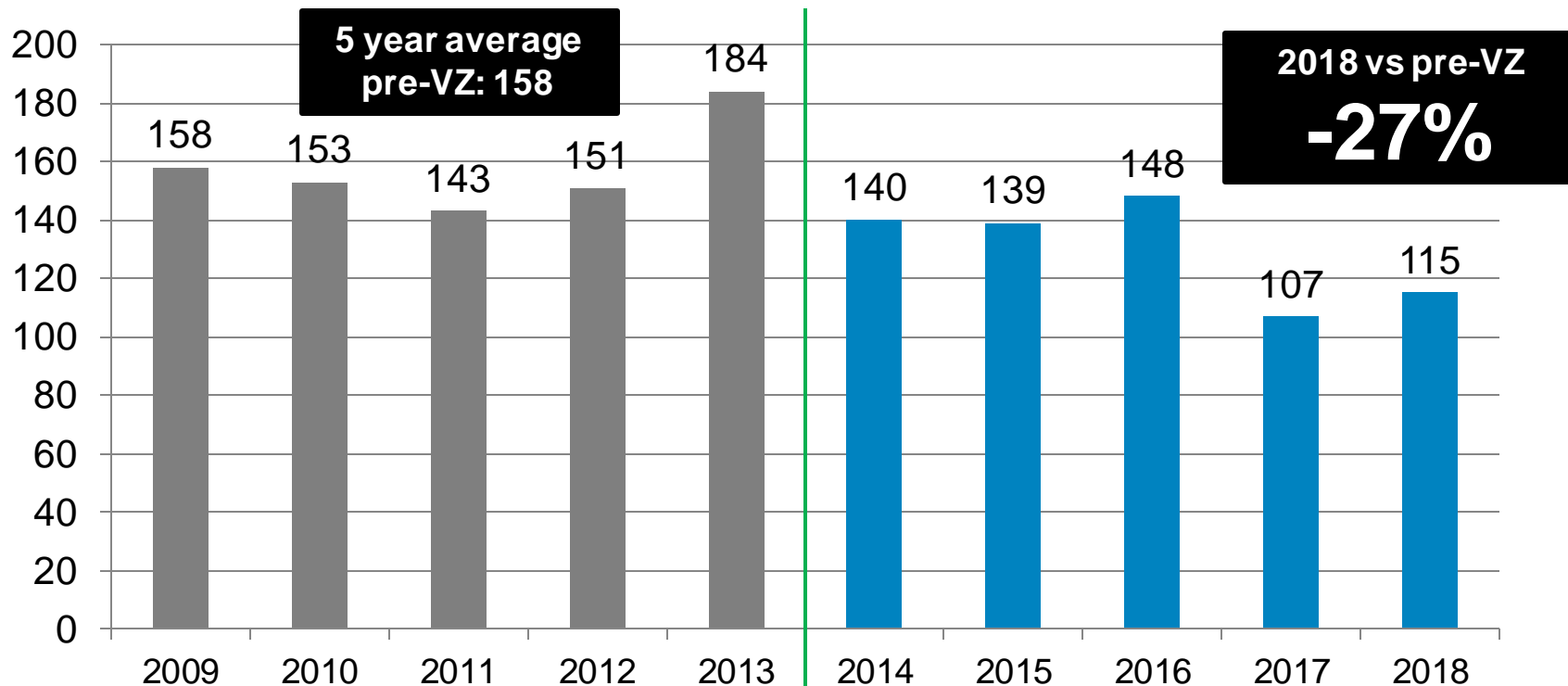
Ongoing progress and improvement

- 32% **reduction** in NYC traffic fatalities between 2014–2018, versus 14% **increase** in United States
- Over 450,000 cycling trips per day, becoming safer as more people choose bikes; **134% growth** in daily cycling between 2007 and 2017
- A win for sustainability: 2/3 of total travel by walk, bike, and public transit; lowest GHG emissions per capita in the nation
- International recognition for best practices
- Leading by example through knowledge sharing with peer cities

All Traffic Fatalities Before & After Vision Zero



Pedestrian Fatalities Before & After Vision Zero



THE VISION ZERO TASK FORCE

A multi-agency expert squad

- Regular meetings for knowledge sharing and strategizing
- Creating new initiatives
- Monitoring progress
- Flagging emerging issues



New York City Department of Transportation



GETTING THE WORK DONE

DOT Engineering Under Vision Zero, 2014 - Present

- 461 unique safety engineering projects
- 82.6 miles of protected bike lanes
- Approximately 3000 new LPIs
- 560 miles of corridor retiming
- 340 left turn traffic calming installations
- 1900 new speed bumps
- 1100 locations receiving lighting enhancements



GETTING THE WORK DONE

Education and Enforcement

- Over 350 senior center visits
- Over 1500 schools visits
- Over 2 million flyers distributed
- More than 4 million automated enforcement tickets

QUEENS BOULEVARD

“Great Streets” Redesign



MYRTLE-WYCKOFF PLAZA

Pedestrian Space Enhancement



SEVENTH AVENUE

Pedestrian Space Enhancement



CHRYSTIE STREET

Protected Bike Lane Network



SOUTH BRONX

Pedestrian & Cyclist Safety Improvements



SOUTHERN BROOKLYN

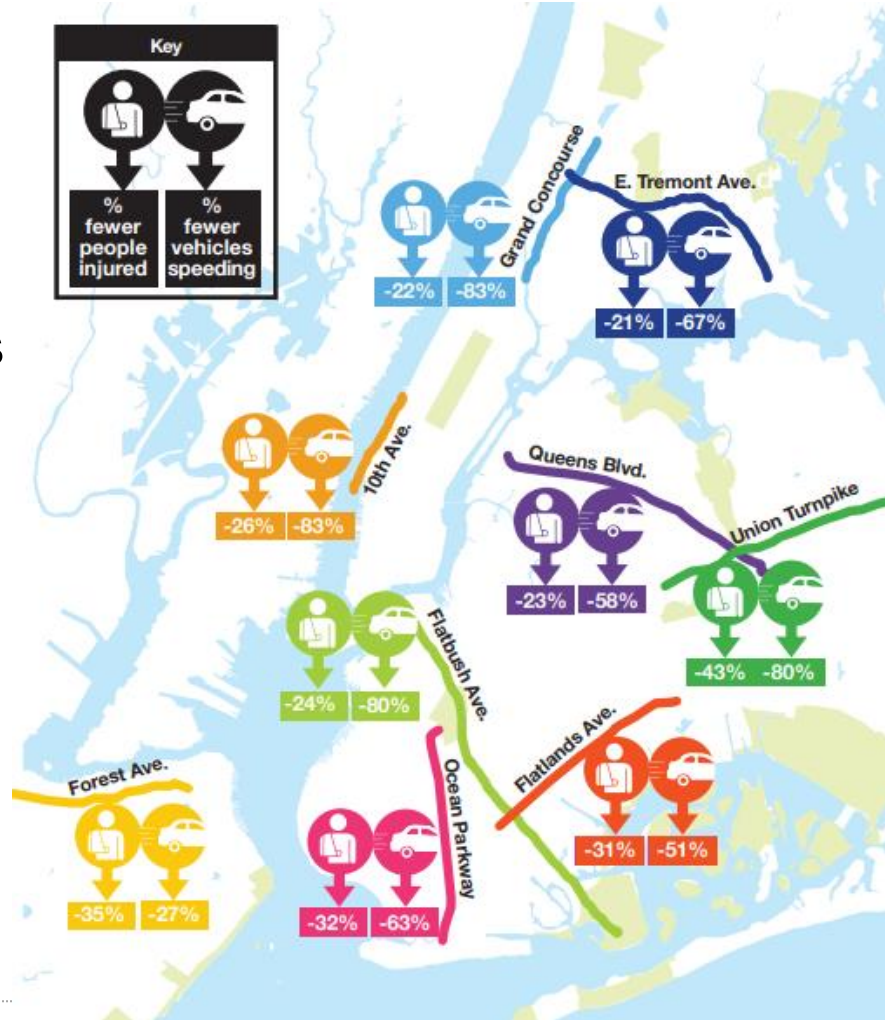
Transit Access Improvement



SPEED MANAGEMENT

Possibly our most important tool

- 2014: Speed limit 25 on local streets
 - Small difference in speed = big change in stopping distance
 - Risk of pedestrian death halved
- Speed camera program
 - Speeding down 63% at locations with cameras
 - Hard-fought expansion: New law will make NYC's program one of the largest in the world



STRATEGIC COMMUNICATIONS

Market research tells us what resonates



“Your Choices Matter,” 2014-17



“Signs,” 2017-

STRATEGIC COMMUNICATIONS

Inclusive, straightforward, and ubiquitous



OUTREACH AND EDUCATION

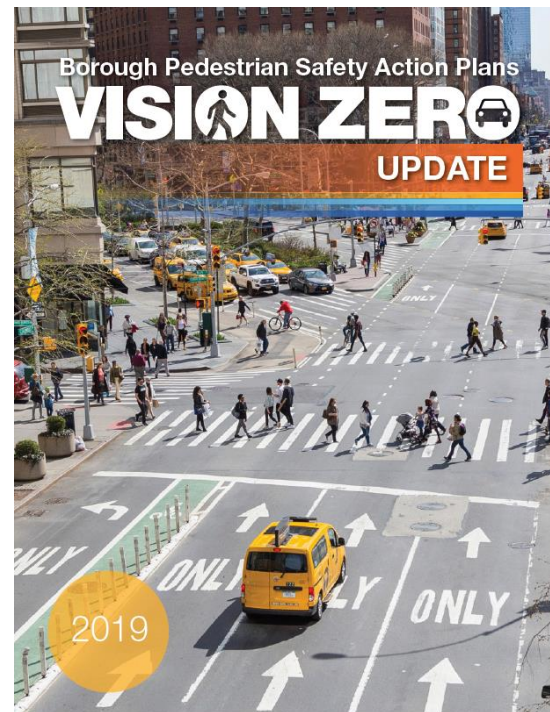
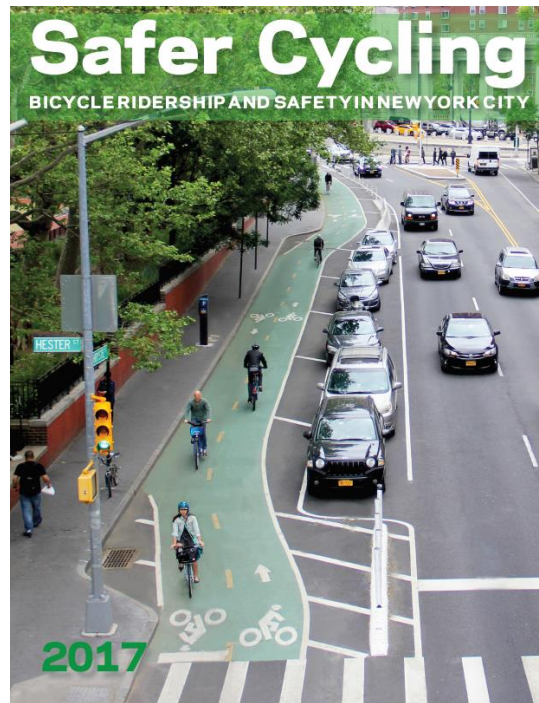
Taking Vision Zero to the Public



Reporting Our Progress

STRATEGIC PLANNING

It always comes back to data



EVALUATION

Holding Ourselves Accountable



VISION ZERO

ONE YEAR REPORT

April 2015



VISION ZERO

YEAR TWO REPORT

March 2016

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VISION ZERO

YEAR THREE REPORT

February 2017

VISION ZERO

YEAR FOUR REPORT

March 2018



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VISION ZERO



YEAR 5 REPORT | MARCH 2019

NYC



WHEN PROGRESS FALTERS

Responding to Crisis

- Expectation management
 - Progress not always linear
 - As total numbers decrease, departures look more drastic
 - BUT: Zero remains zero
- Deep dives into circumstances
- Advocate consultation
- Revisiting and revising strategies
 - What can we do on our own?
 - What requires new partnership work?
 - What can we do quickly, and what is longer-term strategy?

In Summation: Making it Work for You



OVER-ARCHING PRINCIPLES

Strategies for Implementation Anywhere

- Eliminate agency silos
 - Incorporate every agency that has work related to engineering, enforcement, and education
 - Cast a wide net
- Follow the data
 - Review and revise
 - Make it relevant to your residents
- Strong leadership essential
 - What works isn't always popular
 - Commit to it
- Have reasonable expectations
 - Progress isn't always linear
 - Culture change is difficult and takes time
- Gather your advocates
 - Don't let your conflicts overshadow the fact that you have the same goal

THANK YOU!

Questions?

jkite@dot.nyc.gov



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