

Traffic Safety in New York City

Maricopa Association of Governments Pedestrian Safety Forum

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TRAFFIC SAFETY IN NEW YORK CITY

Summary

1. Pre-Vision Zero (2007-2013)
2. Vision Zero Structure
3. Elected Officials' Role
4. Safety Project Planning & Results
5. Education & Marketing

PRE-VISION ZERO (2007-2013)

Bloomberg / Sadik-Khan Era

- Dramatic rethinking of role of DOT
 - Move from a culture of maintenance & operations -> design & improvement
 - Funded and backed strongly by Mayor
-
- *Goal:* bring NYC into line with other global cities in terms of public space, transit, bike infrastructure, safety, environment



PRE-VISION ZERO (2007-2013)

Elements of Change

- “Strong” DOT system
- Transition DOT from Engineer to Planner leadership
- Encourage a culture of rigorous experimentation and innovation
- Hire the best and most ambitious staff, quickly
- Demand quick, visible results
- Embrace publicity



PRE-VISION ZERO (2007-2013)

Operational Projects

- Identify, design, implement in 6-12 months vs 3-5 years
- Leverage in-house resources
 - Concrete
 - Markings
 - Signs
 - Signals
- Develop projects using quick, temporary materials
 - Markings
 - Paint / epoxy gravel
 - Plastic / rubber elements
 - Planters
 - Granite blocks



Making
Safer
Streets

November
2013



New York City
Department of
Transportation

VISION ZERO STRUCTURE

What does Vision Zero involve?

- Mayoral Commitment
- Resourced
- A multi-agency effort
- Data-driven and evidence based
- Shared public metric of success – lowering fatalities & injuries



NYPD

NYC
Health

NYC
Taxi & Limousine
Commission

NYC
Citywide Administrative
Services



ELECTED OFFICIALS' ROLE

Traffic Safety as a constituent service

- Positive feedback loop
- Empowered by responsive DOT
- Key role in project process
- Deliver action in the wake of tragedy
- Non-partisan issue



SAFETY PROJECT PLANNING

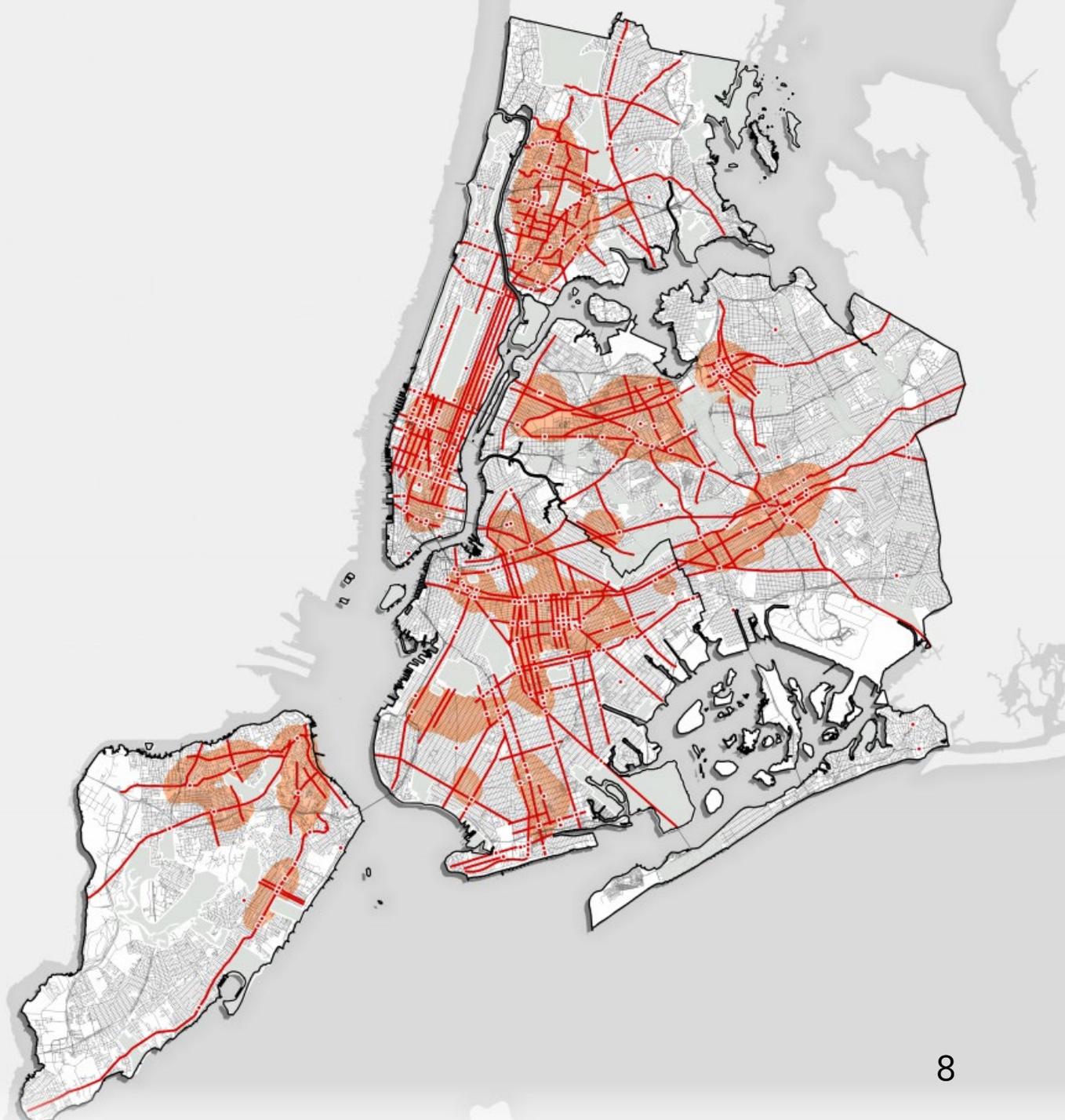
Focus on Priority Locations

Data 2012-2016, pedestrian killed or severely injured (KSI)

7% of corridors were the site of 50% of pedestrian KSI

Since Vision Zero, NYC DOT installed safety engineering improvements at ~90% Priority Locations

36% decline in pedestrian fatalities at Priority Locations



TRAFFIC INJURY RESULTS • Empire Boulevard, Brooklyn



Injury Reduction:
Pedestrian ↓ 18%
Motor Vehicle ↓ 51%

TRAFFIC INJURY RESULTS

8th/9th Avenue, Manhattan



Before

After

Injury Reduction:
Pedestrian ↓ 49%/56%
Motor Vehicle ↓ 21%/50%

TRAFFIC INJURY RESULTS

Bowery & Delancey Street, Manhattan



Injury Reduction:
Pedestrian ↓ 36%
Motor Vehicle ↓ 23%

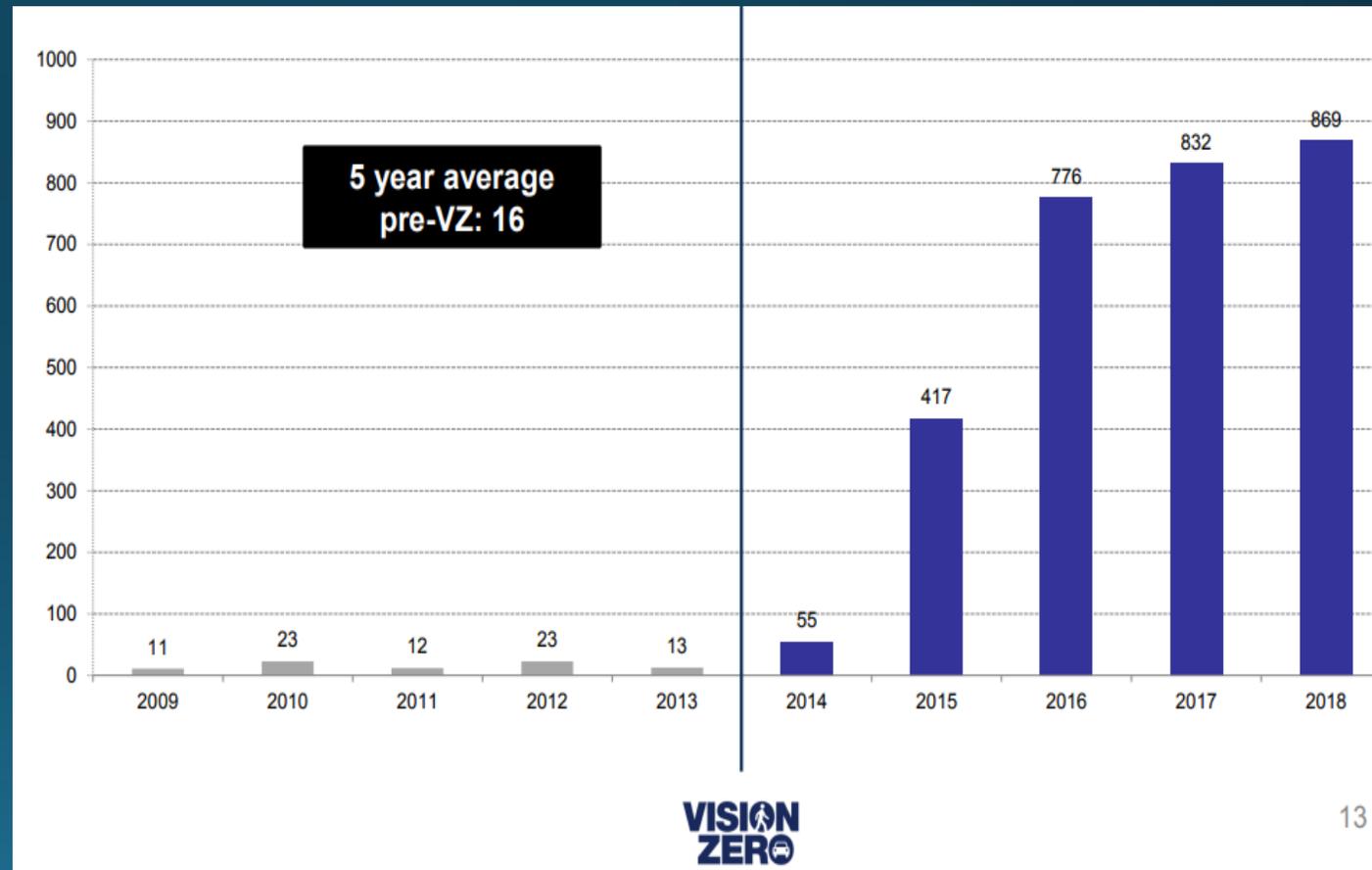


TRAFFIC INJURY RESULTS

Leading Pedestrian Intervals

Nearly 4,000 new LPIs since the start of Vision Zero

35% reduction in pedestrian severe injuries



SCHOOL SPEED CAMERAS

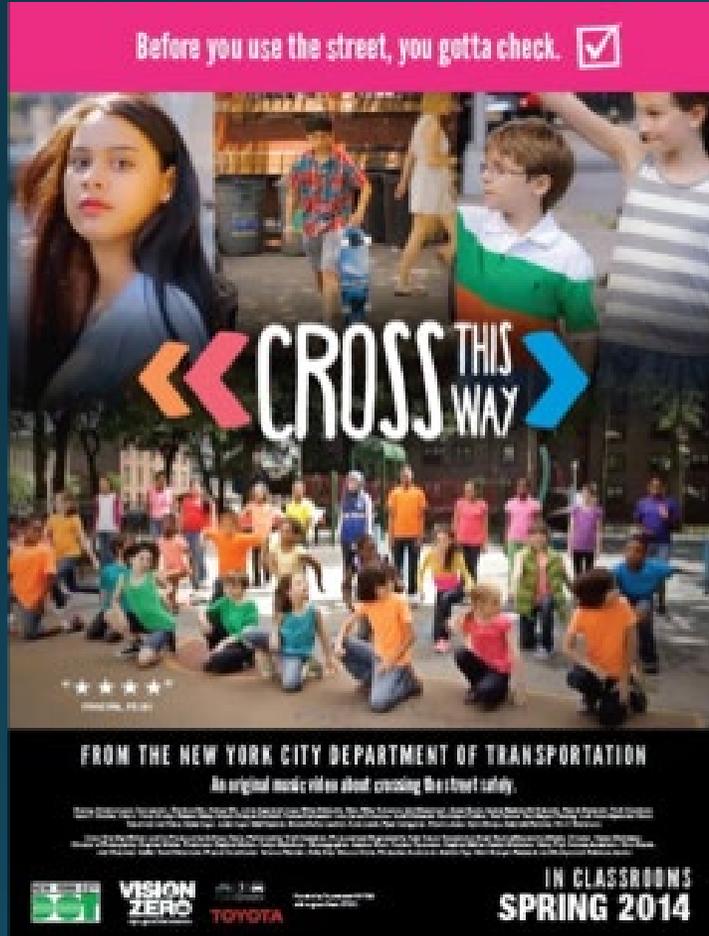
Possibly our most important tool

- Supported by consistent, strong majorities of New Yorkers
- ¼ mile radius from school
- \$50 violation (no points)
- Speeding down over 60% at locations with cameras; pedestrian injuries down nearly 20%
- Massive expansion signed in 2019
- 6am-10pm school days
- 750 locations now authorized (up from 140)



EDUCATION & MARKETING

Safety education in over 1500 Priority Location schools since start of Vision Zero



EDUCATION & MARKETING

Again, follow the data – research tells you what resonates



“Your Choices Matter,” 2014-17



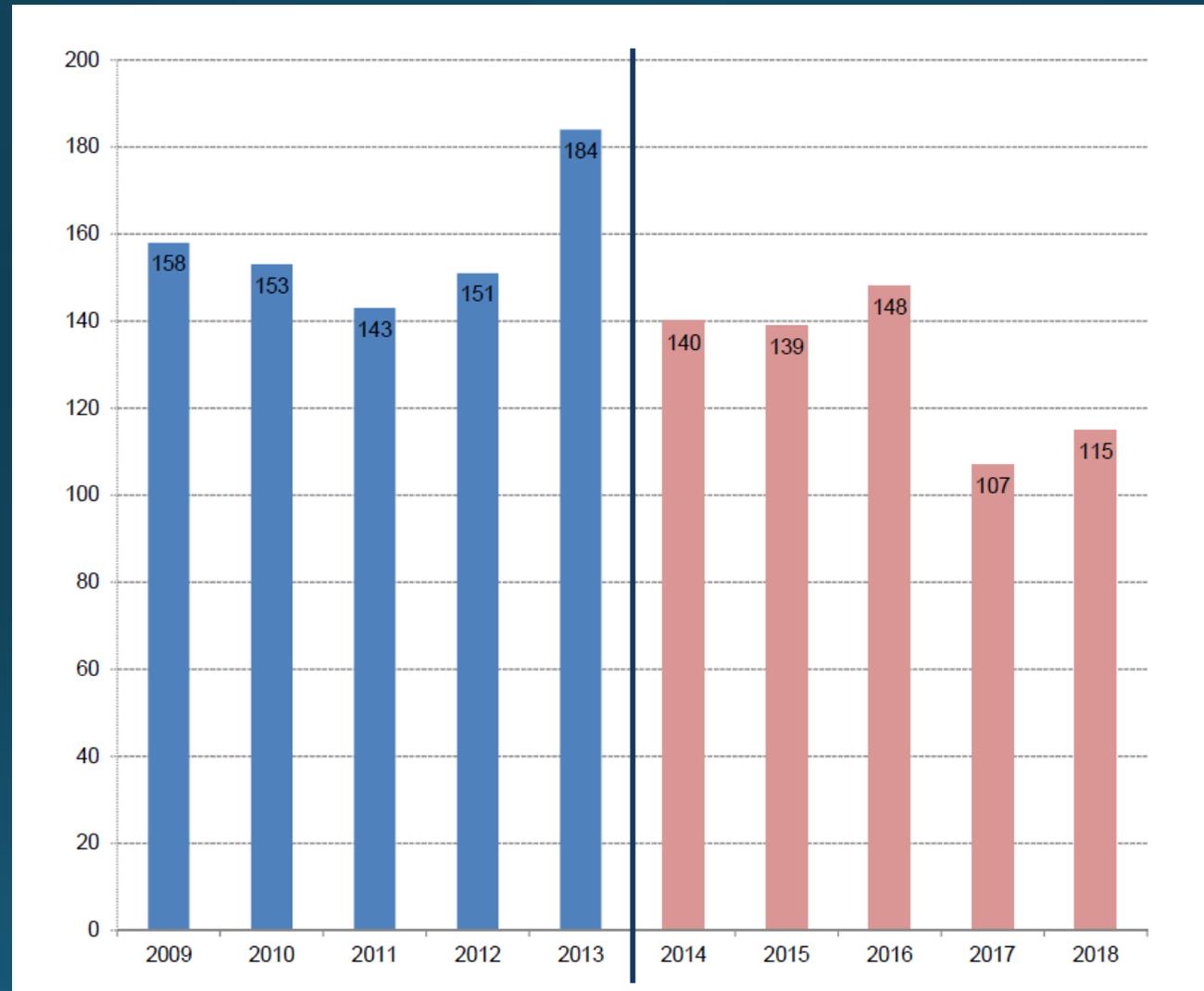
“Signs,” 2017-present

EDUCATION & MARKETING

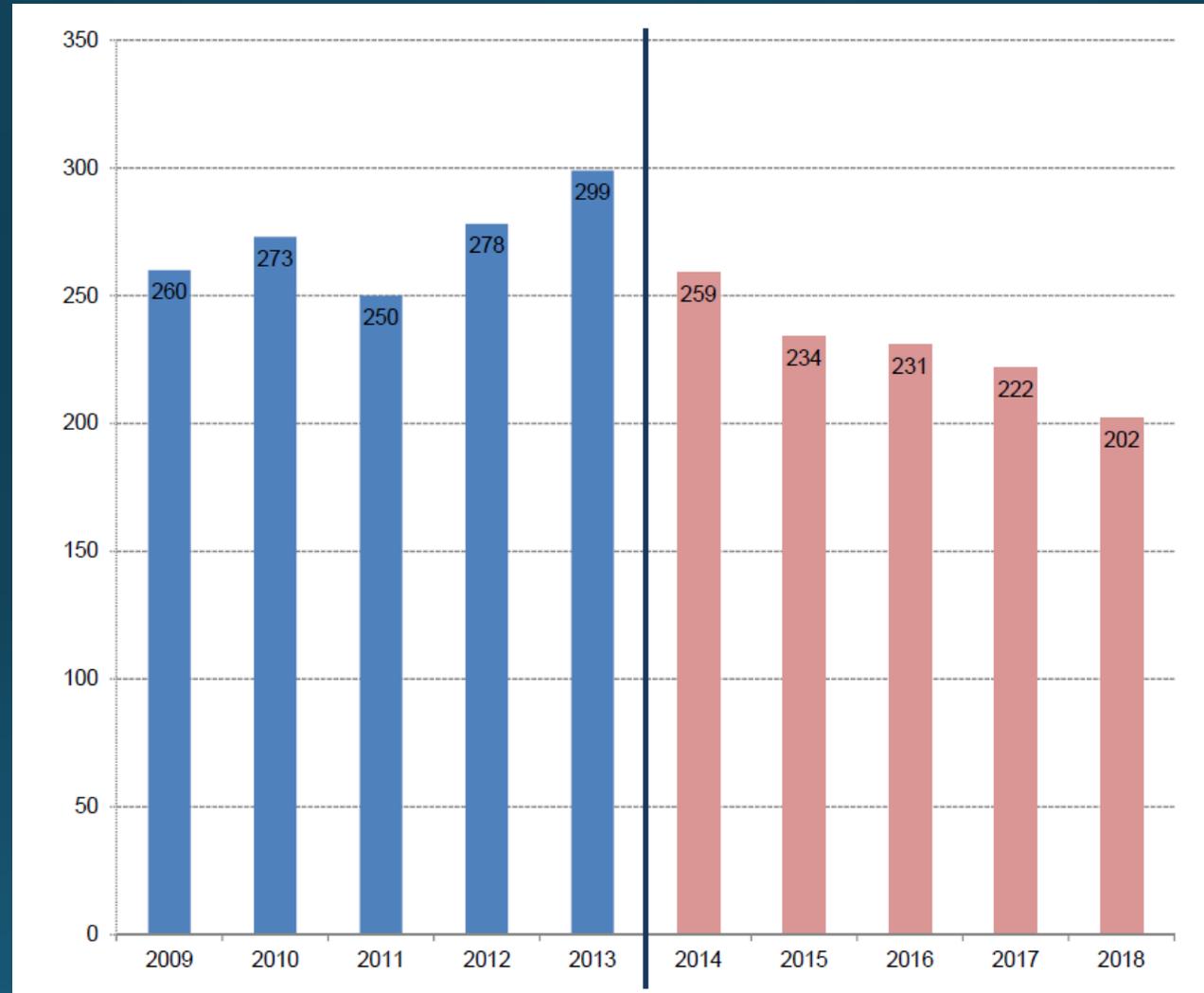
Make them inclusive, straightforward, and ubiquitous



PEDESTRIAN FATALITIES – BEFORE & AFTER



ALL FATALITIES – BEFORE & AFTER



Thank You!



NYCDOT



nyc_dot



nyc_dot



NYCDOT



7th Ave Pedestrian Safety Improvements Manhattan, 2018



Oceania St / 210 St

Protected Bike Lane & Pedestrian Safety Improvements

Queens, 2017



153rd Ave & 88th St
Roundabout
Queens, 2018



E. 138th St

Protected Bike Lanes & Pedestrian Safety Improvements Bronx, 2018



Gerritsen Ave

Protected Bike Lane, Pedestrian Safety Improvements

Brooklyn, 2018

