

OVERALL SUCCESS



Winner!

New York, New York

The New York City Department of Transportation (NYCDOT) has long been a leader in pedestrian and bicycle safety, and it succeeded in decreasing traffic fatalities by 34 percent from 2001 to 2009. In 2014, New York City adopted the [Vision Zero initiative](#) and shortly thereafter released a [Vision Zero Pedestrian Safety Action Plan](#) for each borough. The initiative has been supported by \$21 million in Federal Highway Administration (FHWA) safety funds awarded by the state for nine bicycle and pedestrian safety improvement projects and \$25 million in USDOT TIGER grants for street safety and greenway projects in Brooklyn, Manhattan, Queens, and Staten Island.

The first two years of the Vision Zero initiative were the safest two years for pedestrians since records were first collected in 1910.

In 2015, NYPD and NYC DOT Street Teams completed over 800,000 resident contacts, issued 17,000 moving violations and 24,000 parking violations, and made 128 traffic-related arrests.

Demonstrated Successes

The action plan initially outlined 63 priority safety initiatives, and an additional 58 initiatives were added since 2014. The city's ongoing redesign of Queens Boulevard, a major Vision Zero project, exemplifies the city's efforts to improve pedestrian and cyclist safety in coordination with the Mayors' Challenge. The city's efforts in three of the seven Mayors' Challenge areas has earned the city Secretary's Award for Overall Success and an award for Challenge Activity 4, "Design Right."

Overall Success

Data Collection Efforts Reveal High Pedestrian Accident Area in Queens

NYCDOT has gathered a wealth and diversity of data to understand pedestrian and cyclist safety issues within each of the city's five boroughs, including: crash data; more than 10,000 online comments via the Vision Zero Public Input Map; and feedback from 27 public pedestrian safety workshops and town halls.

The data collection effort helped NYCDOT and New York City Police Department (NYPD) staff discover that 60 percent of the pedestrian KSI (killed or seriously injured) in Queens occur on just 11 percent of the borough's total street mileage. This finding prompted the city to initiate the Queens Boulevard project, among others.

Advertising Campaigns and Targeted Outreach Help Drivers, Pedestrians, and Bicyclists Change Behaviors

To educate drivers, the “Your Choices Matter” campaign uses powerful images to emphasize the serious consequences of hazardous driving. In May 2015, NYC Vision Zero expanded the campaign to include targeted messaging on high-crash and high-visibility corridors on billboards, bus shelters, and newsstands. In addition, the city produced two 30-second public service announcements for TV broadcast, and a series of radio ads, in order to reach drivers.

Eighty six percent of drivers reported the campaign convinced them to pay more attention to pedestrians and cyclists while driving.

Additionally, NYPD and NYCDOT deployed “Street Teams” to engage with and distribute Vision Zero educational materials to drivers, pedestrians, and cyclists at intersections, transit hubs, churches, and senior centers. Enforcement efforts followed closely after the engagement period. In 2015, “Street Teams” deployed at high vehicle and pedestrian volume locations within 29 police precincts, including locations along Queens Boulevard, to educate New Yorkers about how to prevent a serious crash and to alert motorists of upcoming enforcement efforts.

Design Right

Data Analysis Reveals Queens Boulevard is a Hotspot for Pedestrian and Bicyclist Injuries and Fatalities

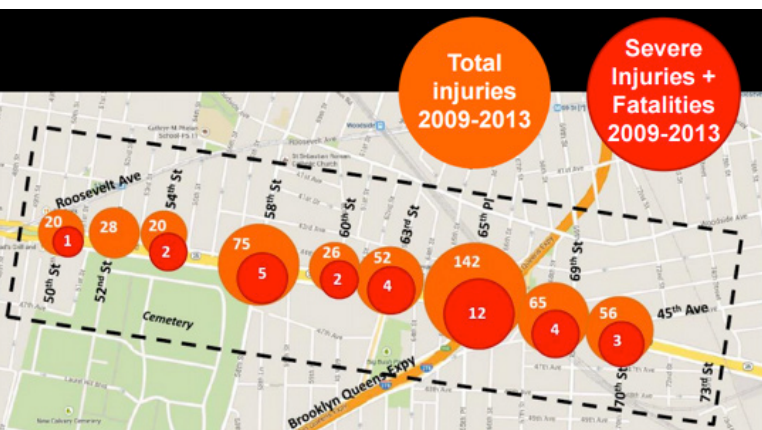
The Vision Zero Pedestrian Safety Action Plan prioritizes engineering and law enforcement resources at the most critical hotspots in the city, including Queens Boulevard. Queens Boulevard is a 7.2 mile, 6 to 11-lane crash-prone corridor that transects more than half of the borough of Queens. Residents cited reckless driving and speeding as particular problems. From 2009-2013, 55 people were killed or seriously injured on this corridor. One stretch of Queens Boulevard, from Roosevelt Avenue to 73rd Street, was responsible for the highest concentration of fatalities. This 1.3 mile stretch of roadway was the focus of the first of four phases of work on Queens Boulevard.

Safer Street Design Makes Queens Boulevard Safer for Pedestrians and Bicyclists

Phase 1, which was completed in October 2015, made these safety improvements:

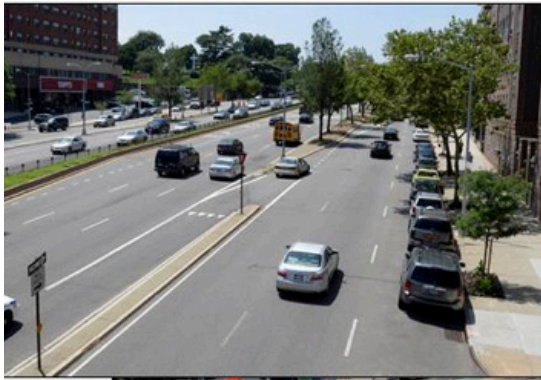
- Expanded pedestrian space and shortened crossing distances along medians and at intersections;
- Created new pedestrian crossings by installing mall-to-mall crosswalks and a new midblock crossing;
- Installed a safe, convenient cycling route of 2.6 miles of separated bicycle lanes;
- Reconfigured slip lanes to slow drivers transitioning between the main road and the service road;
- Closed redundant slips between main road and service road; and
- Redesigned highway access.

These innovative treatments, including mall-to-mall crossings and redesigned slip lanes, developed as a part of this project, can be used



Safety data for Ocean Boulevard from Roosevelt Avenue to 73rd Street.

Queens Blvd Corridor Corridor Safety Improvements Queens, 2015



Before and after photos of Queens Blvd corridor project, which requires vehicles to stop, and not just yield, before merging across the pedestrian crossing and separated bike lane.

in other NYCDOT projects or in safety projects in similar urban environments. Cities across the country have reached out to NYCDOT to present at local conferences and share design and implementation resources in order to replicate this kind of project in their communities.

Next Steps

NYCDOT is now extending these safety improvements to the next 1.2 miles of the corridor in the second phase of the project. This project, like many of NYCDOT's redesigns, tests traffic patterns in the real-world with temporary materials before making expensive and permanent capital investments. The capital project will reconfigure

key intersections and construct two pedestrian and bike malls along Queens Boulevard, between Roosevelt Avenue and Eliot Avenue. The typical section in the Project widens the existing service malls to calm traffic and provide a raised bike path, pedestrian walkway, new trees, benches, wayfinding, green infrastructure, and urban art. In addition, street reconstruction and geometric changes are proposed at six complex intersections. Both the mainline and service roads will be milled and resurfaced and bus travel will be relocated from the service roads to the mainline.

For more information about the Mayors' Challenge results and award winners see:
www.transportation.gov/mayors-challenge/awards-and-results