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The success of Vision Zero policies comes from their multi-faceted approach. Vision Zero programs combine strong enforcement, better roadway engineering, and high visibility educational campaigns to discourage dangerous behavior on roads and streets.

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**Engineering**

In 2015, the City continued to make our streets safer through smart, data-driven design. Through simplifying complex intersections, narrowing lanes, adding speed bumps, adding bicycle paths, making pedestrians and cyclists more visible, and shortening pedestrian crossing distances, the City has committed to safer street design that reduces traffic fatalities.



DOT has accelerated their pace of project implementation – a 65 percent increase in pace over the five years. Since the launch of Vision Zero, DOT has completed 137 corridor and intersection safety projects.

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### Enforcement

Consistent and predictable enforcement of traffic laws can deter dangerous and reckless behavior, prevent crashes, and save lives. Through increased focus on moving violations that directly impact dangerous driving, the City has built on the achievements of 2014 to combat dangerous driving and reduce traffic fatalities.

In 2015, the City successfully installed and operationalized 100 new speed cameras and issued nearly 40,000 failure to yield summonses and 135,000 speeding summonses. Additionally, a focus on motorcycle safety contributed to the safest year for motorcyclists in over a decade.



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A robust interagency communications plan is a key component to our comprehensive Vision Zero initiative. Through the City's data-driven approach, we identify target audiences for Vision Zero communications. Expert educational and marketing strategy allows us to reach those audiences effectively. The plan includes a variety of integrated approaches for collectively marketing the Vision Zero brand and its objectives.

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### Leadership

Mayor de Blasio launched New York City's Vision Zero initiative in the first days of his administration, 2014.

The City established a permanent Vision Zero task force in the Mayor's Office of Operations, with representation from key agencies charged with carrying out the initiative's objectives.



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### Earned Media

Vision Zero has experienced the support of strong earned media – from coverage of legislation change and project announcements, to staged events with local elected officials and advocacy groups.

Earned media offers a number of advantages including media credibility and cost effectiveness. Communications teams should consider the resources needed to pitch and monitor these efforts.



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### Engagement

In-person workshops allow the for clarifying discussions between content experts – both City planners and local street users.

This approach is a keystone of DOT's public engagement strategy and fosters understanding within communities of the competing demands for public space.



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### Engagement

DOT feedback portals serve as a tools for gathering project-specific input beyond in-person workshops.

The Vision Zero Crash & Interventions Map is an interactive tool that shows detailed information on traffic injury and fatality crashes in New York City and highlights how the city is responding every day to make our streets safer.



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### Social Media

Social media is a must-have element for any Vision Zero communications plan. Establish brand standards so that social campaigns are coordinated with other efforts. Follow best practices for image, video, and hashtag use to get the most out of your efforts.



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### Social Media

NYCDOT utilizes social media to promote a wide variety of events, notices, and projects.

Under Vision Zero, we aim to share the on-going work that is helping us reach our goal and the data that supports our efforts. Language and imagery is chosen to show the benefits of street improvements for the end-users and reflects diverse people, locations, engineering treatments.



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### Owned Media

Owned media is any communication channel that is within the organization's control – this includes the organization's policies and the ways those policies are communicated to internal and external audiences.

In the first year of New York City's initiative, the Department of Citywide Administrative Services (DCAS) installed CANceiver devices to inform new safety policies across agencies and initiated a pilot of rear wheel side guards.



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### Owned Media

Maximize your message and your budget by utilizing any "media" space available to your organizations. We found success with branded gear, muni-meter parking receipts, Taxi TV, bumper stickers, printed messages in agency mailings, and much more.



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### Owned Media

The City of New York is deeply committed to providing services to all of our diverse communities. Vision Zero agencies continue to develop content with cultural sensitivities and language needs in mind.



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### Outreach

NYPD and DOT Street Teams engage with and distribute Vision Zero educational materials to drivers, pedestrians and cyclists at high volume locations across the City.

In 2015, the team visited 29 locations for week-long public engagement, followed by targeted enforcement. Street Team operations accounted for over 17,000 moving violations, 24,000 parking violations, and 128 traffic related arrests. Over 820,000 educational flyers were distributed.



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### Outreach

Since 2014, DOT has provided safety education to approximately 1,200 elementary, middle school and high schools throughout the city.

In 2016, there will be increased focus on improving safety for older adults through targeted initiatives to combat dangerous driving and partnerships with the Department of the Aging.



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### Paid Media

The "Your Choices Matter" campaign, uses graphic and powerful images to emphasize the serious consequences of hazardous driving choices. Vision Zero marketing efforts are guided by data – including focus-group tested messaging and media placements aligned with crash-prone geographies and demographics.

Vision Zero should not only enhance awareness or change attitudes, but also motivate people to change behavior. This goal requires continuity across a variety of media channels.



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### Evaluation

**Visibility:**

- 72% of drivers recall having seen our paid media.

**Comprehension:**

- 91% of drivers understand it is their responsibility to yield to pedestrians in the crosswalk.
- 79% of drivers identify driver behavior as a cause in fatal crashes.

**Behavior:**

- 87% of drivers report that the ads persuaded them to avoid texting and making calls while driving.
- 86% of drivers report that the ads convinced them to pay more attention to pedestrians and cyclists while driving.
- 75% of drivers report that they now expect more enforcement of traffic laws
- 75% of non-drivers said the ads made them a more careful pedestrian.



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