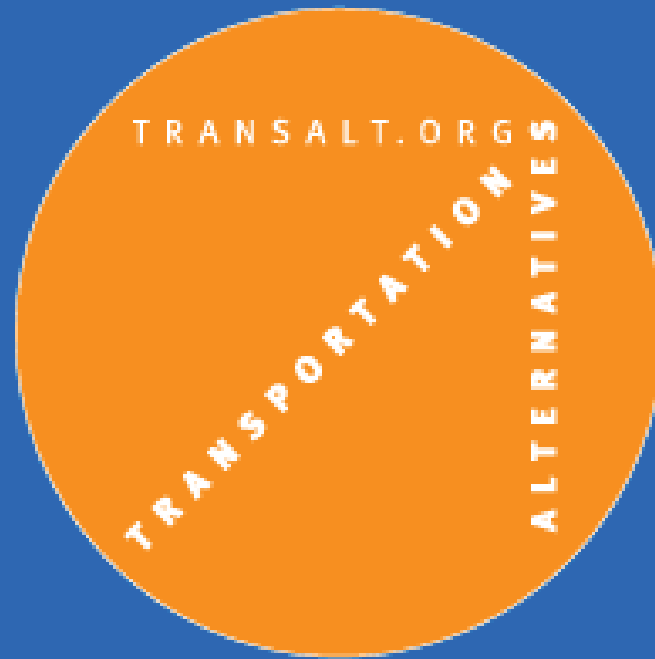


# National Bike Summit

## March 10, 2010

### Washington, DC



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# Transportation Alternatives Changing Focus Toward Changing Driver Behavior

Transportation Alternative's Transition  
from Engineering to Enforcement with  
the Advocacy Advance Grant



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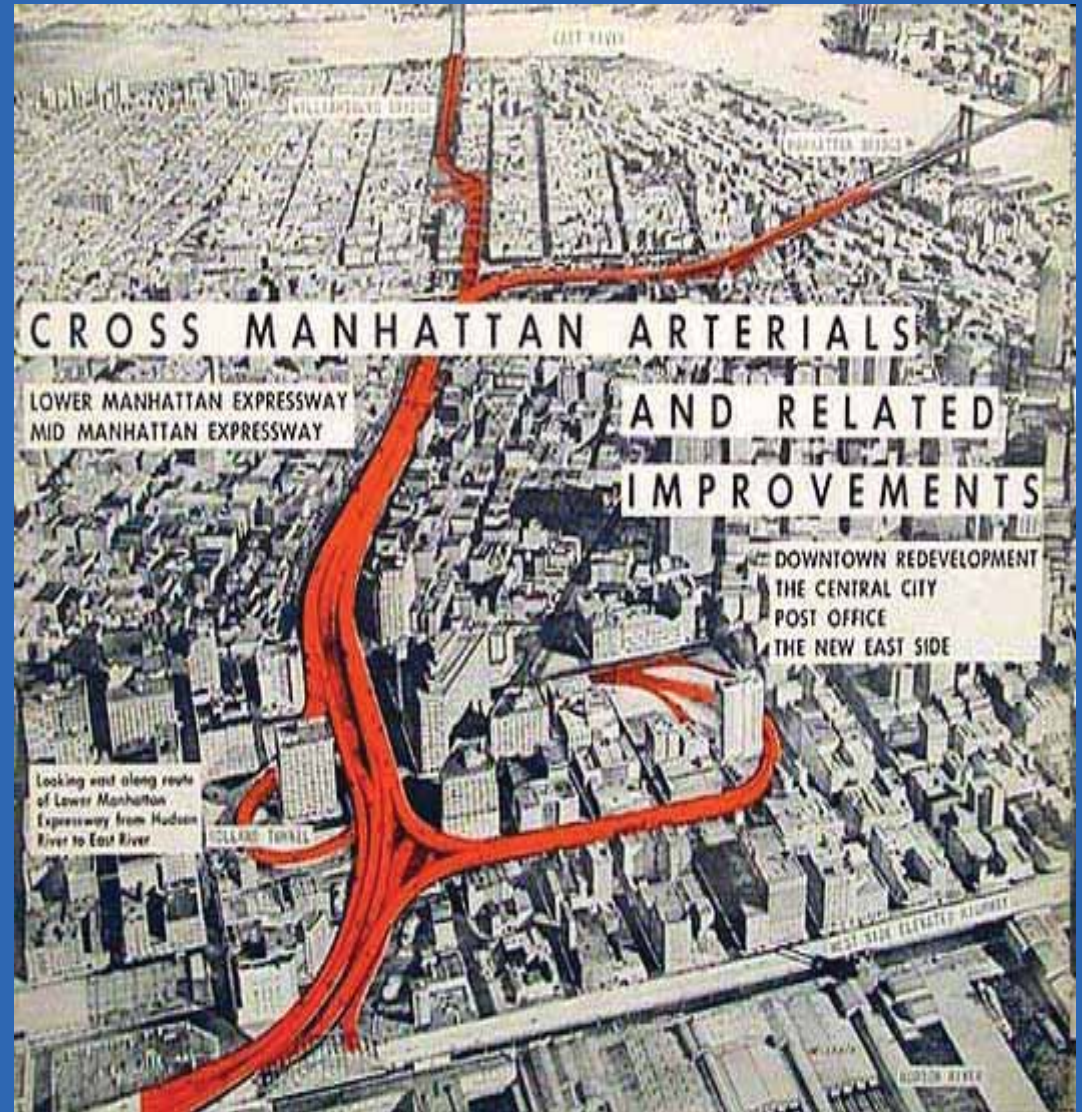
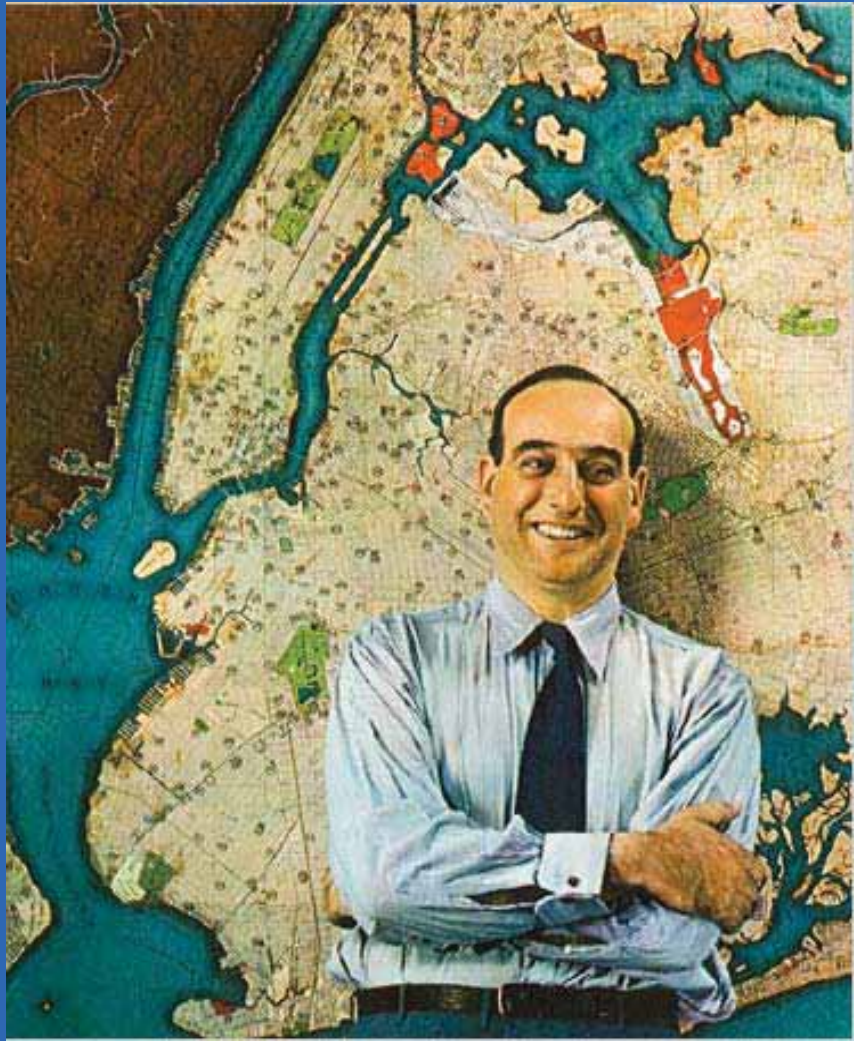
# Our Mission:

To reclaim New York City streets from the automobile and promote bicycling, walking and transit as the best transportation alternatives.

- Established in 1973
- 8,000 Members
- 25,000 activist subscribers
- 1,000 volunteers
- 17 full & part-time staff
- \$2 million budget



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Master planner and auto-enthusiast Robert Moses and his plan for a 10-lane highway across Manhattan



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Janette Sadik-Khan, appointed Commissioner of New York City's Department of Transportation in 2007, riding her bike to work



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# TIMES SQUARE: Before and After



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Before



SAND  
STREET in  
Brooklyn:  
Major  
Connector to  
a Commuter  
Bridge

After



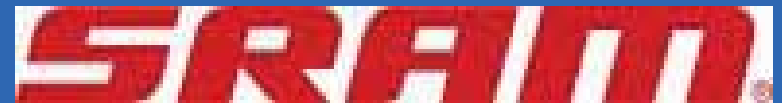
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# The Alliance for Biking and Walking Advocacy Advance **INNOVATION**

## Grant



**Alliance**  
for  
Biking & Walking



- Aim to create behavior shifts
- Build an inclusive movement
- Create a successful model of a replicable campaign
- Develop mainstream partnerships
- Create new funding streams and program targets
- Encourage groundbreaking advances



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After 37 years of fighting for better infrastructure to protect cyclists and pedestrians, Transportation Alternatives was forced to question our next move:

- What are the answers besides infrastructure?
- What are all the aspects of making a city livable?
- What makes a bike lane besides paint and cement?
- How does a perfect street work?



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New York City has entered a  
new era of innovative design.

Traffic calming infrastructure  
abounds.

But a bike lane is only as good  
as the way a driver behaves  
around it.



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Sand Street, Brooklyn



Eighth Avenue, Manhattan



Manhattan Bridge Entrance, Manhattan



Allen Street, Manhattan (Bike Lane in Green)

And a pedestrian plaza is only as safe

as the  
speed  
of the  
drivers  
who  
pass it.



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# Transportation Alternative's landmark report *Executive Order: A Mayoral Strategy for Traffic Safety* was based on...

- Interviews with over 30 experts in police enforcement, traffic engineering and public safety
- “Ride-Along” with NYPD Traffic Safety Officers
- Conversations with families of victims of traffic crashes
- Observation at DMV Traffic Court
- Tracked data on summoning, crashes, prosecutions and frequency of offenses to define how lawless streets are



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Your advocate for bicycling,  
walking and public transit

# EXECUTIVE ORDER:

A MAYORAL STRATEGY FOR TRAFFIC SAFETY



July 2009

## From *New York 1 News*, reporting on the release of *Executive Order: A Mayoral Strategy for Traffic Safety*:

“I don’t know what they’re talking about. In 2007 and 2008 we issued 1.2 million moving violation summonses. As the mayor said, we’re at the lowest number of vehicle fatalities,” said [New York Police Commissioner Raymond] Kelly.



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# Five Targets of T.A.'s Campaign for Safe Traffic Behavior

Enforcement

Adjudication

Transparency

Crash Investigation

Prosecution



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# We've already won!

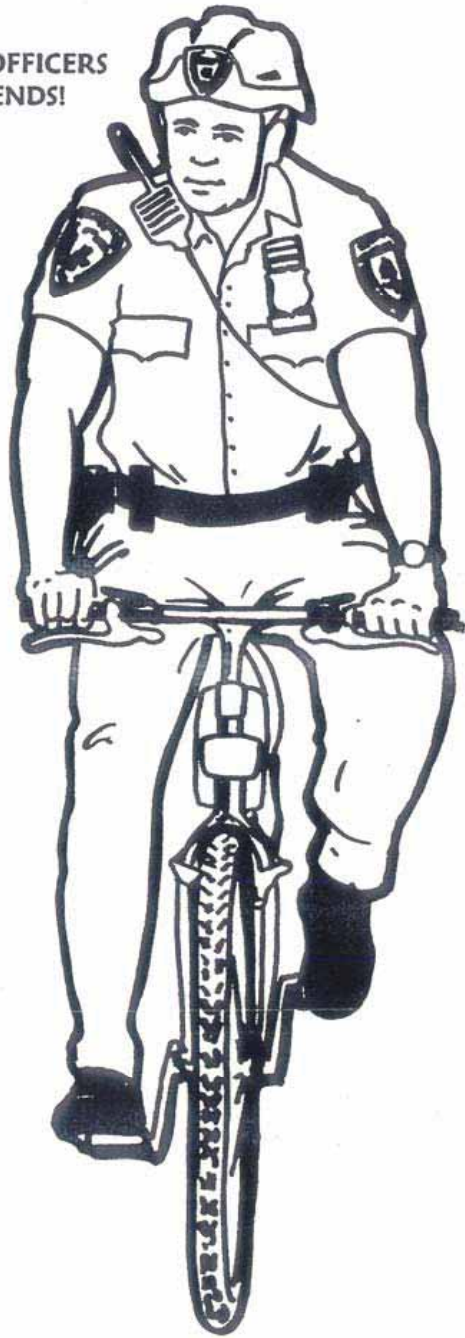
## Transportation Alternatives...

- has pressured the NYPD to reinstitute Accident Prone Location deployment.
- has introduced city legislation requiring transparency in traffic safety data.
- is helping the DMV revise the police crash report to better document common cyclist and pedestrian crash causes in the urban environment.
- has introduced city legislation to create an Office of Road Safety which will coordinate all the varied agencies involved in traffic safety in New York.
- is conducting training presentations for enforcement officers about the lifesaving importance of their work and how to enforce against the violations most dangerous to cyclists and pedestrians.
- has introduced state legislation to initiate a Speed Camera Program.
- is helping the DMV revise the Driver's Manual to include instruction about navigating the pedestrian-dense urban environment.
- has passed state legislation to renew New York's Red Light Camera Program.



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BECAUSE, POLICE OFFICERS  
ARE YOUR FRIENDS!



The future of  
street safety is  
in their hands!



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