



Vision Zero / Distracted Driving

Mike Derrig

Director Fleet Operations



And

**NYC Vision Zero Safety
Campaign**

Partners For A Safer New York City

freshdirect®

- 350 Trucks
- 600 Dispatches per Day
- 4200 Dispatches per Week
- Operates 7 Days Per Week
- 800 Drivers





Partners in Safety

Vision Zero Safety Campaign

- Harsh Breaking Incidents – 5,373 To Less than **300** per wk
- Harsh Accelerating Incidents – 21,753 to Less than **981** per wk
- Speeding Over 7 MPH - 8,632 to Less than **2,021** per wk
- Total Incidents – 35,758 to Less than **3,501** per wk



NYC VISION ZERO SAFETY ATTITUDE

Improve Driver Attitude

Cultivate Safer Driving Habits

Result in Accident Reduction

Improved Vehicle Maintenance

Improved Public Image



SAFETY CULTURE

Safety is Support from SMT

Safety is Personal

Safety is about your Family

Safety is about You

Safety is a daily Briefing

Safety is a Culture

Safety is your way of Life

Driver Education

New Traffic Laws

Strengthen laws that punish drivers who carelessly harm pedestrians or bicyclists

New York State is one of a number of states that has created a special traffic violation that can be brought against dangerous drivers who, through carelessness, kill or seriously injure people on foot or riding bicycles. The Hayley and Diego law, named after two children who were killed in 2010 by a van driver in Chinatown, expanded the traffic violation of “failure to exercise due care” to provide additional enforcement tools against drivers who drive carelessly and injure pedestrians and bicyclists. Since its passage, the law has not been used as much as elected officials had hoped, partly because, for a traffic infraction, public policy generally requires police officers to be present to witness a crash in order to use the provisions of the law, unless they possess special expertise in crash investigation. The current law also fails to include highway workers as a category of protected street users.

City proposal: The City supports amendments to the Hayley and Diego law to make this violation a misdemeanor, increasing the penalties associated with carelessly harming a pedestrian or bicyclist. By making this a crime rather than a traffic infraction, the law would explicitly allow a police officer to issue a summons to a person who failed to exercise due care and seriously injured or killed a pedestrian or bicyclist, based upon probable cause, even if the officer was not present to witness the crash. The City would also support adding highway workers to the list of vulnerable road users protected under the law.



**Commits to Support
Vision Zero
Action Plan City of New
York**

Mayor Bill de Blasio

Partners For A Safer New York City

Safe Driving Saves Lives

The logo for FreshDirect, featuring the word "fresh" in green and "direct" in orange, with a registered trademark symbol.

VISION ZERO  