People First on Atlantic Avenue
Committed to improving every New Yorker’s walking, biking & transit options.

FOUNDED: 1973
MEMBERS: 12,000+
SUPPORTERS: 100,000+
VOLUNTEERS: 1,500
Volunteer Advocates
New York City:
6,000 miles of streets
12,000 miles of sidewalks

= 80% of NYC’s public space

Source: New York City Department of Transportation 2008
Crashes are the #1 cause of injury-related death for children in New York City.
12% of city residents are older than 65
36% of pedestrians killed in traffic crashes are older than 65
Traffic crashes are the second leading cause of injury related death for seniors (after falls)
In 2013 Brooklyn had the most injuries by total and percent of the population (17,812 people were injured in traffic, with 88 deaths, making for an injury rate of 694/100,000 people).

Since July 2012, there have been 8620 people injured in Brooklyn and 152 deaths.
• **Arterial streets:** wide streets that carry high volumes of traffic at high speed

• **50% of pedestrian fatalities** occur on only **15% of our streets**

• Pedestrian crashes on arterial streets are approximately **66% more deadly** than crashes on smaller streets
More than 140 Pedestrians and bicyclists are seriously injured or killed every year traveling on Atlantic Avenue.
Prospect Heights, Fort Greene & Crown Heights
Atlantic Avenue, Brooklyn
2012-2014
199 Injuries, 2 Fatalities
Bedford-Stuyvesant
Atlantic Avenue, Brooklyn
2012-2014
248 Injuries, 3 Fatalities
• **Vision Zero**: A city where no one is killed or seriously injured in traffic.

• **People make mistakes**: Our street policies must be designed to encourage people to make better choices, and to minimize the danger posed when people don’t make the best choices.

• **We know why traffic crashes happen**: Therefore, we can and must act to prevent the ensuing injuries and deaths.
First protected bicycle lane in the US: 8th and 9th Avenues (Manhattan)

35% decrease in injuries to all street users (8th Ave)

58% decrease in injuries to all street users (9th Ave)

Up to 49% increase in retail sales (Locally-based businesses on 9th Ave from 23rd to 31st Sts., compared to 3% borough-wide)
Complete Streets
The Engineering Toolbox

Protected Medians

Signal Timing

Raised Crosswalks

Bike Lanes

Bus Lanes

Leading Pedestrian Intervals
Since 2005, locations with major engineering changes have seen a 34% drop in deaths, twice the improvement at other locations.
Design Choices
People First on Atlantic Avenue

- 4,174 Petition Signatures
- 129 Coalition Partners
- 91 Businesses
- 3 Supporting City Council Members
- Brooklyn Community Boards 2, 6, and 8
Your Neighborhood

Get involved where you live. Choose your borough:

- **Bronx**
- **Brooklyn**
- **Manhattan**
- **Queens**
- **Staten Island**

In your neighborhood, Transportation Alternatives is a resource for rallying your community and focusing in on the best fixes for dangerous local streets. T.A. activists work with thousands of New Yorkers across the five boroughs to improve streets in their neighborhoods. Join your local activist committee (there’s one in your borough!) to find out about local campaigns that are already underway, or to suggest another in your neighborhood.

★ Indicates approval by community board or completed street transformations.

### Bronx
The Bronx Activist Committee meets the second Wednesday of every month. These are the active local campaigns in the Bronx:
- A Safe Bike Network for Co-Op City ★
- Car-Free Sundays on Grand Concourse ★

### Manhattan
The Manhattan Activist Committee meets the first Thursday of every month. These are the active local campaigns in Manhattan:
- 5th and 6th Forward ★
- People First on Amsterdam Avenue ★
- People First on University Place ★
- Safe Access to the 59th Street Bridge ★

### Queens
The Queens Activist Committee meets the second Tuesday of every month. These are the active local campaigns in Queens:
- Bike Lanes on the Pulaski Bridge and 11th Street ★
- Traffic Calming on 21st Street ★
- Zero on Queens Boulevard ★

### Staten Island
The Staten Island Activist Committee meets the third Thursday of every month. These are the active local campaigns in Staten Island:
- Bike Lanes & Pedestrian Safety on Clove Road ★
- Traffic Calming and Bike Lanes on Richmond Terrace ★

### Brooklyn
The Brooklyn Activist Committee meets on the last Thursday of every month. These are the active local campaigns in Brooklyn:
- Atlantic Avenue Complete Street ★
- People First on Jay Street ★
- Williamsburg & Bushwick Street Safety Forum ★