



IMMEDIATE RELEASE

Wednesday, October 31, 2018

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**VISION ZERO: NYC DOT, NYPD, TLC ANNOUNCE RETURN OF “DUSK AND DARKNESS”
SAFETY CAMPAIGN AND A NEW FOCUS ON YOUNGER DRIVERS**

WHAT: The New York City Department of Transportation (DOT), NYPD and TLC will announce that as part of the Vision Zero initiative, they will begin their third annual Dusk and Darkness campaign, reminding drivers that after daylight saving time ends, crashes involving pedestrians dramatically increase, especially during evening hours. As Vision Zero Street Teams educate drivers around the city, an event in Times Square will also introduce “Alive at 25,” a new campaign directed at younger drivers who were behind the wheel in 20% of fatal crashes last year.

During the morning rush hour, NYPD and DOT street teams will engage drivers and pedestrians in a “Day of Awareness” at critical locations.

WHO: DOT Commissioner Polly Trottenberg
NYPD Chief of Transportation Thomas M. Chan
TLC Executive Director for External Affairs Kala Wright
Broadway League President Charlotte St. Martin
DOT Assistant Commissioner for Outreach and Education Kim Wiley-Schwartz
Representatives of Families for Safe Streets
Teenagers who have taken the “Alive at 25” curriculum.

WHERE: **Vision Zero Street Teams Conduct Outreach**
Brooklyn Borough Hall, corner of Joralemon Street and Court Street
Father Duffy Square (Times Square), Broadway between 46th & 47th Streets
Manhattan

WHEN: **Vision Zero Street Teams in Downtown Brooklyn (B-roll with brief staff interviews)**
Thursday, November 1, 2018
7:30AM-9AM

Manhattan Press Conference with Official Announcement
Thursday, November 1, 2018
10:00 AM

VISUALS: Vision Zero Street Team outreach
Graphics showing changes in visibility at dusk/Progress of “Dusk and Darkness”