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WITH THE MOTTO, “WORKING FOR THE COMMUNITY TO BETTER OUR LIVES,” New Settlement’s Bronx Helpers is a community service and youth leadership program. Bronx Helpers work with young people, grades 6-12, in the Southwest Bronx, to identify and address injustices in their community. The Bronx Helpers employs a service-learning model which encourages young people to recognize and utilize strengths in their community to foster positive community change. Service-learning allows for youth to identify community issues impacting the Bronx (and beyond) which then become the basis for their learning and action in workshops and service events. A growing element of Bronx Helpers is community organizing and advocacy. This empowers youth to become strong advocates working towards planned, positive community change. The program provides a supportive, reciprocal learning environment where youth develop leadership, team-building, and organizational skills to be applied in their communities and beyond.

- FIND THE BRONX HELPERS ON YOUTUBE:
  http://www.youtube.com/BronxHelpers
- FIND THE BRONX HELPERS ON FACEBOOK:
  New Settlement Apartments – Bronx Helpers Program
SUMMARY

THE BRONX HELPERS CREATED A PEDESTRIAN SAFETY FIRST (PSF) COMMITTEE TO LEAD this campaign for safer streets. The committee has identified speeding, careless driving, and dangerous pedestrian crossings as priority concerns in their neighborhood. They have identified the intersection of E. 172nd Street and Townsend Avenue as particularly hazardous. The committee collaborated with Transportation Alternatives to develop traffic calming solutions for this intersection and improve pedestrian safety in the neighborhood at large. PSF youth have surveyed the community and collected 1,103 signatures from neighbors who support traffic calming at the intersection. However, the New York City Department of Transportation (NYCDOT) has not made any changes to the intersection despite almost three full years of campaigning and organizing by the youth. In February 2012 PSF submitted an application for a Neighborhood Slow Zone to the NYCDOT.
THE PEDESTRIAN SAFETY FIRST CAMPAIGN

BOUNDARIES
The Pedestrian Safety First Study Area and the proposed Neighborhood Slow Zone is in the Mt. Eden portion of the Bronx. The northern boundary is Mt. Eden Avenue, the eastern boundary is Walton Avenue, the southern boundary is 170th Street and the western boundary is Jerome Avenue.

MISSION
Our mission, like the mission of the New York City Department of Transportation Neighborhood Slow Zone Program is to improve pedestrian safety by lowering vehicle speeds in our community in order to make walking, biking and driving safer for everyone.
CAMPAIGN GOALS AND OBJECTIVES

- Install traffic calming measures to make the intersection of E. 172nd Street and Townsend Avenue, and the surrounding sidewalks and intersections, safer for pedestrians and motorists in the Mt. Eden Community.

- Use this unique project as a model for the NYCDOT Neighborhood Slow Zone Program.

- Involve youth and give them a voice in creating positive change in their community.
“This is a high crash zone, and I don’t like people getting hurt. That is why I care about this.”
—RAFAEL GONZALEZ, CAMPAIGN COMMITTEE MEMBER

“There have been crashes here and we sometimes see kids have to jump back from the intersection to get away from cars.”
—BRYAN ALVAREZ, CAMPAIGN COMMITTEE MEMBER
IN THE SPRING OF 2009, Bronx Helpers decided that they needed to make the intersection of E. 172nd Street and Townsend Avenue safer. Many of the youth crossed the intersection on their way to and from school, home and Bronx Helpers program spaces, and were fed up with the constant threat of being hit by a speeding, careless motorist. Bronx Helpers wrote a letter to the New York City Department of Transportation (NYCDOT) requesting the installation of a stop sign. This letter would become the first action of the Pedestrian Safety First (PSF) campaign. The timeline that follows highlights community-based actions utilized by the campaign to effect change at the problematic intersection, as well as other dates of importance.

In March, 2010, Pedestrian Safety First (PSF) compiled a petition to give to the NYCDOT signed by over 1,103 concerned community members who agreed that the intersection was not safe.

On April 30th, 2010, the youth received a letter from NYCDOT Bronx Commissioner Constance Moran stating that a traffic study would be conducted at the intersection, and that results would be available within twelve weeks.

On May 5th, 2010, Pedestrian Safety First presented their campaign to the Bronx Community Board 4 Municipal Services Committee. Included in their presentation was their petition and the other forms of support compiled for the stop sign, as well as reasons they felt the corner was unsafe.

On October 20th, 2010, six months after notification that a traffic study would be conducted, the youth received a follow-up letter from the NYCDOT. It indicated that, after a review of study results, a stop sign at the intersection was not warranted. Bronx Helpers requested a copy of the study results, and were told by the DOT that they could not share such detailed information.

On the afternoon of November 18th, 2010, just three weeks after the NYCDOT opted against the installation of a stop sign at E. 172nd Street and Townsend Avenue, Bronx Helpers witnessed a pedestrian being hit by a car at the intersection. (Due to our sensitivity to injured parties, that accident is not pictured here).

In December 2010, Transportation Alternatives stepped in and have been working with Pedestrian Safety First to document traffic safety issues within a designated study area. Pedestrian Safety First has been canvassing the neighborhood and recording the conditions of other intersections within the study area. PS 64, New
Settlement Apartments youth and senior program spaces, pedestrian routes to PS 170, the Taft Campus and New Settlement Community Campus (under construction), and the 170th Street and Mt. Eden Avenue shopping districts all lie within the study area, which is part of Bronx Community District 4 and zip codes 10452 and 10457.

On March 5th, 2011, Pedestrian Safety First returned to Community Board 4 to ask for support in requesting from the NYCDOT, once again, the results of the 2010 traffic study.

On March 23rd, 2011, the group received a letter from NYC DOT Bronx Borough Commissioner Constance Moran stating that a new traffic study would be conducted at the intersection of E.172nd Street and Townsend Avenue. The study would take up to twelve weeks to complete and would look at other traffic calming measures besides a stop sign.

On May 11th, 2011, Pedestrian Safety First organized a rally to coincide with the international launch of the Decade of Action for Road Safety campaign, a joint effort of the United Nations and World Health Organization. The aims of the rally were to raise awareness about pedestrian safety in the Bronx and gain support for PSF’s ongoing work on the hazardous intersection. Following the event was a party featuring the “Road Safety Art and Poetry Contest.”

As of March 11, 2012, the NYCDOT has not yet disclosed the results of the initial 2010 traffic study to Pedestrian Safety First. Moreover, the NYCDOT has not indicated any findings from the second study, conducted in 2011, despite repeated requests for this information from the youth.

PSF members are interested in the study results to review the NYCDOT’s methodology and data analyses, and to use study findings to produce new strategies in moving forward to create a safer intersection.

A new opportunity in the form of the NYCDOT Neighborhood Slow Zone Program presented Pedestrian Safety First with another formal opportunity to submit their request for pedestrian improvements that will change driver behavior and foster a safer pedestrian environment in our community.

In February 2012, Pedestrian Safety First submitted an application for a Neighborhood Slow Zone to the NYCDOT.
EXISTING CONDITIONS

West side of the E. 172nd Street and Townsend Avenue intersection facing south. No crosswalk.

East side of the E. 172nd Street and Townsend Avenue intersection facing north. No crosswalk.

Severely fading crosswalk on the north side of the E. 172nd Street and Townsend Avenue intersection.

Distance one must be from curb in order to see oncoming traffic.
RECOMMENDATIONS

THE PRIMARY SAFETY CONCERNS at the intersection of 172nd Street and Townsend Avenue are related to speeding, reckless driving, poor visibility and lack of clear and consistent right-of-way for pedestrians and motorists. Pedestrian Safety First (PSF) believes that traffic calming measures can help increase the safety and clarity of the intersection for both pedestrians and motorists. The traffic calming measures that PSF would like to see implemented are illustrated below.

NEIGHBORHOOD SLOW ZONE
Pedestrian Safety First submitted an application for a Neighborhood Slow Zone to the NYCDOT. The boundaries of the proposed Neighborhood Slow Zone are as follows: The northern boundary would be Mt. Eden Avenue, the eastern boundary would be Walton Avenue, the southern boundary would be 170th Street and the western boundary would be Jerome Avenue. There are 6 schools, 1 hospital and 1 public library within or in close proximity of the proposed boundaries. PSF submitted their application to DOT for a slow zone in February.

CURB-EXTENSIONS (BULB-OUTS)
Installed at the Northwest, Northeast, Southwest and Southeast corners of 172nd and Townsend ave, these will reduce the roadway width from curb to curb, and increase pedestrian safety in several ways. First, they draw attention to pedestrians via raised peninsulas, making the pedestrian waiting to cross the street more visible to motorists. Second, they reduce the crossing distance a pedestrian has to travel, thus reducing their exposure to moving traffic. Furthermore, bulb-outs narrow the motorist’s field of vision causing them to slow down due to the perception of a tapering roadway. Lastly, the nature of bulb-outs tightens the curb radii at street corners, reducing the speeds of turning vehicles. In addition to the safety improvements curb-extensions offer, they also provide aesthetic and environmental benefits when constructed with greenstreets/plantings.

172nd Street is 34ft wide and Townsend Avenue is 32ft wide. PSF has identified two excellent examples where bulb-outs were used successfully, on streets of the same width. The first example is on 94th Street at Columbus Avenue. Ninety-Fourth Street is 34 ft wide and with the implementation of the bulb-outs the pedestrian exposure at the intersection was reduced to 20 ft. The second example is in Boerum Hill, Brooklyn at Bergen Street and Smith Street. Bergen Street is 33ft wide and with the implementation of the bulb-outs the pedestrian exposure at the intersection was reduced to 20 ft.
DAYLIGHTING
Is a pedestrian safety measure achieved by removing parking spaces adjacent to curbs around an intersection, increasing visibility for pedestrians and drivers and minimizing conflicts. This measure is beneficial to young and old, but is especially helpful to children, who often cannot see, or be seen by oncoming traffic. By removing parking adjacent to the crosswalk, the pedestrian does not have to wade into the street to see vehicles entering the intersection. At the same time, drivers don’t have to roll into the crosswalk to see if pedestrians are waiting to cross. Though this measure does require removing parking spaces, the newly claimed areas can be reused for bicycle parking or small street plantings.

HIGH VISIBILITY CROSSWALKS
Currently, there are crosswalks on the Townsend Avenue legs of the intersection only. However, these are severely weathered and barely visible. Pedestrian Safety First would also like to see the installation of high visibility crosswalks on all four legs of the intersection. The aggressive striping of high visibility crosswalks alert motorists that they are entering a pedestrian zone and draw attention to pedestrians already in the crosswalk.

We believe the combination of the treatments described above will help “pedestrianize” the intersection of 172nd Street and Townsend Avenue. The application of traffic calming measures creates an organized environment where pedestrians and motorists can interact safely and efficiently.

PROPOSED CONSTRUCTION
APPENDIX A

Demographics of Bronx Community District 4 and New Settlement Apartments Program

<table>
<thead>
<tr>
<th>DEMOGRAPHICS FOR COMMUNITY DISTRICT 4:</th>
<th>DEMOGRAPHICS OF THE NEW SETTLEMENT APARTMENTS HOUSING DEVELOPMENT COMMUNITY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Total population of CD 4: 139,563 (NYC Dept. of City Planning Community District Profile, 2000)</td>
<td>• New Settlement Apartments - College Access Center serves more than 1000 per year.</td>
</tr>
<tr>
<td>• Total number of youth under age 17: 43,520 or 31% of the population (Citizens Committee for Children of NY, 2006-08)</td>
<td>• New Settlement Apartments - Young Adult Outreach Initiative serves approximately 135 New participants each year and has a class of alumni which remain engaged in alumni programming.</td>
</tr>
<tr>
<td>• Total number of children per square mile: 21,934 (Citizens Committee for Children of NY, 2008)</td>
<td>• New Settlement Apartments - After-School Program at PS 64x serves 300 plus elementary-school aged youth. The Multi-Cultural After-School Program serves 120 elementary-school aged youth.</td>
</tr>
<tr>
<td>• Total family households: 29,740 (Citizens Committee for Children of NY, 2008)</td>
<td>• Each of New Settlement Apartments’ three summer day camps serves 100 youth for a total of 300.</td>
</tr>
<tr>
<td>• Total number of schools in CD 4: 40; 33 Public, 7 Non Public (NYC Dept of City Planning Community District Profile)</td>
<td>• Play Street, Tot Lot (park for children) and Play Park (school yard at PS 64) each serve between 50-100 daily.</td>
</tr>
<tr>
<td></td>
<td>• New Settlement Apartments - Bronx Helpers Program serves 200 per year.</td>
</tr>
<tr>
<td></td>
<td>• New Settlement Apartments - Girls Program serves 100 per year.</td>
</tr>
</tbody>
</table>
1/20/12

Dear NYC Department of Transportation,

The Bronx Helpers-Pedestrian Safety First Campaign of New Settlement Apartments is committed to improving the safety of their community. Bronx Helpers work with young people, grades 6-12, in the Southwest Bronx, to identify and address injustices in their community. The Bronx Helpers employs a service-learning model which encourages young people to recognize and utilize strengths in their community to foster positive community change.

For over two years, the Pedestrian Safety First Committee members have been hard at work campaigning for traffic calming installations and better road safety in their neighborhood. The group has collected over a thousand signatures from concerned neighbors who would like to see improvements made in their community.

On behalf of the Bronx Helpers-Pedestrian Safety First Campaign, the residents of New Settlement Apartments and their families, I am writing to express my support for making the Mt.Eden neighborhood of the southwest Bronx the next New York City Department of Transportation Slow Zone.

Please continue to work alongside Bronx Helpers-Pedestrian Safety First to improve the safety of the community, thus supporting positive community change.

Sincerely,
Date 12-21-11

Dear NYC Department of Transportation,

The Bronx Helpers-Pedestrian Safety First Campaign of New Settlement Apartments is committed to improving the safety of their community. Bronx Helpers work with young people, grades 6-12, in the Southwest Bronx, to identify and address injustices in their community. The Bronx Helpers employs a service-learning model which encourages young people to recognize and utilize strengths in their community to foster positive community change.

For over two years, the Pedestrian Safety First Committee members have been hard at work campaigning for traffic calming installations and better road safety in their neighborhood. The group has collected over a thousand signatures from concerned neighbors who would like to see improvements made in their community.

On behalf of the Bronx Helpers-Pedestrian Safety First Campaign, the New Settlement Elders and their families, I am writing to express my support for making the Mt.Eden neighborhood of the Southwest Bronx the next New York City Department of Transportation Slow Zone.

Please continue to work alongside Bronx Helpers-Pedestrian Safety First to improve the safety of the community, thus supporting positive community change.

Sincerely,

[Signature]
Date 11/3/11

Constance Moran
Bronx Borough Commissioner
Department of Transportation
1400 Williamsbridge Road
Bronx, NY 10461

Dear Commissioner Constance Moran,

In April of 2009, the Bronx Helpers-Pedestrian Safety First campaign of New Settlement Apartments identified the corner of E. 172nd Street and Townsend Avenue as an unsafe intersection. For over two years, Bronx Helpers-Pedestrian Safety First youth have been hard at work campaigning for traffic calming installations at the intersection. The group has collected over a thousand signatures from concerned neighbors, presented their case at numerous community board meetings and organized a youth rally for pedestrian safety. Despite these great efforts, no change has been made to make the intersection safer.

On behalf of the Bronx Helpers-Pedestrian Safety First Campaign and the families of the Bronx Community District 4, I am writing to express my support for traffic calming installations at the intersection of E. 172nd Street and Townsend Avenue in the Mt. Eden section of the Bronx.

Please continue to work alongside Bronx Helpers-Pedestrian Safety First to improve the safety of the community, thus supporting positive community change.

Sincerely,

Jay Leonard
Thursday, November 17th, 2011

Constance Moran
Bronx Borough Commissioner
Department of Transportation
1400 Williamsbridge Road
Bronx, NY 10461

Dear Commissioner Constance Moran,

In April of 2009, the Bronx Helpers-Pedestrian Safety First campaign of New Settlement Apartments identified the corner of E. 172nd Street and Townsend Avenue as an unsafe intersection. For over two years, Bronx Helpers-Pedestrian Safety First youth have been hard at work campaigning for traffic calming installations at the intersection. The group has collected over a thousand signatures from concerned neighbors, presented their case at numerous community board meetings and organized a youth rally for pedestrian safety. Despite these great efforts, no change has been made to make the intersection safer.

We, the members of the CASA tenant rights organization, are writing to express our support for the Bronx Helpers-Pedestrian Safety First campaign. We support the campaign’s efforts to have traffic calming installations implemented at the intersection of E. 172nd Street and Townsend Avenue in the Mt. Eden section of the Bronx.

Please continue to work alongside Bronx Helpers-Pedestrian Safety First to improve the safety of the community, thus supporting positive community change.

Sincerely,

[Signatures]
Thursday, November 17th, 2011

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Bronx Borough Commissioner
Department of Transportation
1400 Williamsbridge Road
Bronx, NY 10461

Dear Commissioner Constance Moran,

In April of 2009, the Bronx Helpers-Pedestrian Safety First campaign of New Settlement Apartments identified the corner of E. 172nd Street and Townsend Avenue as an unsafe intersection. For over two years, Bronx Helpers-Pedestrian Safety First youth have been hard at work campaigning for traffic calming installations at the intersection. The group has collected over a thousand signatures from concerned neighbors, presented their case at numerous community board meetings and organized a youth rally for pedestrian safety. Despite these great efforts, no change has been made to make the intersection safer.

We, the members of the CASA tenant rights organization, are writing to express our support for the Bronx Helpers-Pedestrian Safety First campaign. We support the campaign’s efforts to have traffic calming installations implemented at the intersection of E.172nd Street and Townsend Avenue in the Mt. Eden section of the Bronx.

Please continue to work alongside Bronx Helpers-Pedestrian Safety First to improve the safety of the community, thus supporting positive community change.

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[Signatures]
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Constance Moran  
Bronx Borough Commissioner  
Department of Transportation  
1400 Williamsbridge Road  
Bronx, NY 10461

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On behalf of the Bronx Helpers-Pedestrian Safety First Campaign and the families of the Bronx Community District 4, I am writing to express my support for traffic calming installations at the intersection of E. 172nd Street and Townsend Avenue in the Mt. Eden section of the Bronx.

Please continue to work alongside Bronx Helpers-Pedestrian Safety First to improve the safety of the community, thus supporting positive community change.

Sincerely,

[Signature]

Lead Organizer, Parent Action Committee  
New Settlement Apts.
Wednesday, January 18, 2012

Dear NYC Department of Transportation,

The Bronx Helpers-Pedestrian Safety First Campaign of New Settlement Apartments is committed to improving the safety of their community. Bronx Helpers work with young people, grades 6-12, in the Southwest Bronx, to identify and address injustices in their community. The Bronx Helpers employs a service-learning model which encourages young people to recognize and utilize strengths in their community to foster positive community change.

For over two years, the Pedestrian Safety First Committee members have been hard at work campaigning for traffic calming installations and better road safety in their neighborhood. The group has collected over a thousand signatures from concerned neighbors who would like to see improvements made in their community.

On behalf of the Bronx Helpers-Pedestrian Safety First Campaign, the students of P.S 64 and their families, I am writing to express my support for making the Mt. Eden neighborhood of the southwest Bronx the next New York City Department of Transportation Slow Zone.

Please continue to work alongside Bronx Helpers-Pedestrian Safety First to improve the safety of the community, thus supporting positive community change.

Sincerely,

[Signature]
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Sincerely,

[Signature]
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On behalf of the Bronx Helpers-Pedestrian Safety First Campaign, the students of my school and their families, I am writing to express my support for making the Mt.Eden neighborhood of the southwest Bronx the next New York City Department of Transportation Slow Zone.

Please continue to work alongside Bronx Helpers-Pedestrian Safety First to improve the safety of the community, thus supporting positive community change.

Sincerely,

[Signature]
Date Jan 4, 2012

Dear NYC Department of Transportation,

The Bronx Helpers-Pedestrian Safety First Campaign of New Settlement Apartments is committed to improving the safety of their community. Bronx Helpers work with young people, grades 6-12, in the Southwest Bronx, to identify and address injustices in their community. The Bronx Helpers employs a service-learning model which encourages young people to recognize and utilize strengths in their community to foster positive community change.

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On behalf of the Bronx Helpers-Pedestrian Safety First Campaign, the students of my school and their families, I am writing to express my support for making the Mt.Eden neighborhood of the southwest Bronx the next New York City Department of Transportation Slow Zone.

Please continue to work alongside Bronx Helpers-Pedestrian Safety First to improve the safety of the community, thus supporting positive community change.

Sincerely,

Angel Rodriguez

Family Life Charter School
December 7, 2011

Constance Moran
Bronx Borough Commissioner
Department of Transportation
1400 Williamsbridge Road
Bronx, New York 10461

Dear Commissioner Moran:

In April of 2009, the Bronx Helpers-Pedestrian Safety First campaign of New Settlement Apartments identified the corner of E. 172nd Street and Townsend Avenue as an unsafe intersection. For over two years, Bronx Helpers-Pedestrian Safety First youth have been hard at work campaigning for traffic calming installations at the intersection. The group has over a thousand signatures from concerned neighbors, presented their case at numerous community board meetings and organized a youth rally for pedestrian safety.

On behalf of the Bronx helpers-Pedestrian Safety First Campaign and Broad Four Residents, please be advised that at its regularly scheduled General Board Meeting held on November 22, 2011 the Board voted to support a traffic calming installations at the intersection of E. 172nd Street and Townsend Avenue in the Mt. Eden section of District Four.

Sincerely,

Jose Rodriguez
District Manager
Community Board Four

cc: Wenzell P. Jackson, Board Chair
Mildred James, Municipal Services Committee Chair
January 27, 2012

Janette Sadik-Khan
Commissioner, Department of Transportation
55 Water Street, 9th Floor
New York, NY 10041

Dear Commissioner Sadik-Khan:

I am writing today to express my support for the Department of Transportation’s “Neighborhood Slow Zone” program, and to urge you to consider a proposal made by the Bronx Helpers – Pedestrian Safety First Campaign. I believe Neighborhood Slow Zones can greatly improve the safety and quality of life for many New York City residents and I support the Department’s emphasis on community engagement through the application process. In the case of the Bronx Helpers application, I believe it is clear that their proposed Slow Zone – from 170th to 174th Street and Grand Concourse to Jerome Avenue – is based on strong stakeholder engagement and presents compelling evidence of the need for greater pedestrian safety.

The Bronx Helpers proposal builds from a two-year campaign to expand community safety through traffic calming initiatives. This effort, led by the neighborhood’s youth, has emphasized service-based learning and positive community change; in the process, the Bronx Helpers identified E. 172nd Street and Townsend Avenue as a dangerous pedestrian crossing. They drew attention to the multiple schools, youth programs, and community centers within close proximity to these high-risk intersections. They collected signatures and have the support of Community Board 4. Yet despite actively engaging with the Department on their initial proposal – to have a stop sign installed – they have as of yet been unable find consensus for expanded pedestrian safety. The new Slow Zone proposal provides another opportunity for the Department to collaborate with this community.

The two-year Bronx Helpers campaign has set a strong precedent of stakeholder involvement which I believe will ensure this proposed Slow Zone will be successful. I urge you to consider the Bronx Helpers – Pedestrian Safety proposal to expand community safety.

Sincerely,

Bill de Blasio
Public Advocate for the City of New York
Bronx Borough President Ruben Diaz Jr.

November 7, 2011

Constance Moran
Bronx Borough Commissioner
Department of Transportation
1400 Williamsbridge Road
Bronx, NY 10461

Dear Commissioner Constance Moran:

In April 2009, the Bronx Helpers-Pedestrian Safety First Campaign of New Settlement Apartments identified the corner of E. 172\textsuperscript{nd} Street and Townsend Avenue as an unsafe intersection. For over two years, Bronx Helpers-Pedestrian Safety First youth have been hard at work campaigning for traffic calming installations at the intersection. The group has collected over a thousand signatures from concerned neighbors, presented their case at numerous community board meetings and organized a youth rally for pedestrian safety. Despite these great efforts, no change has been made to make the intersection safer.

On behalf of the Bronx Helpers-Pedestrian Safety First Campaign and my constituents, I am writing to express my support for traffic calming installations at the intersection of E. 172\textsuperscript{nd} Street and Townsend Avenue in the Mt. Eden section of the Bronx.

Please continue to work alongside Bronx Helpers-Pedestrian Safety First to improve the safety of the community, thus supporting positive community change.

Sincerely,

[Signature]

Aurelia Greene
Deputy Borough President

WORKING FOR THE COMMUNITY TO BETTER OUR LIVES.