

New York City Council

Memorandum in Support of Legislation

This memorandum is authored by the sponsor and explains the need for the legislation referenced below, in accordance with Rule 6.00(d) of the Rules of the Council.

Introduction Number:

Prime Sponsors:

Virginia Maloney

Bill Title:

A Local Law to amend the administrative code of the city of New York, in relation to pedestrian safety.

Submitted by:

Council Member Virginia Maloney

Justification:

New York City is renowned for its walkability, which strengthens local economies and creates vibrant, connected communities. However, this walkability, paired with phone-induced distraction, has brewed dangerous circumstances for NYC pedestrians. As NYC pedestrians commonly fail to look up from cellular devices when crossing busy intersections, their safety is put at risk. These circumstances are further exacerbated by the rise in E-bicycles, which pose significant threats to pedestrians due to their rapid speeds.

This bill would require the Department of Transportation (DOT) to paint signs on street corners or intersections adjacent to a crosswalk that remind pedestrians who may be looking down to look up at oncoming traffic. These signs would be painted on approximately 500 intersections, with at least 50 per borough and 200 painted adjacent to schools. To accompany the signs, DOT will be required to provide educational materials on street safety to schools in the City. This bill will be a crucial step in ensuring resident alertness when traversing NYC roads, proactively combatting pedestrian-E-bike accidents.