



THE CITY OF NEW YORK  
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**VISION ZERO: FOR FOURTH OF JULY HOLIDAY, DE BLASIO ADMINISTRATION  
ANNOUNCES ACTIONS TO DISCOURAGE DRUNK DRIVING**

***NYPD will be out in force for DWI enforcement around the five boroughs this Fourth of July holiday; “Know Your Limit” campaign will offer \$10 off cab and for-hire vehicle rides through July 8<sup>th</sup>***

**NEW YORK**—As part of the summer holiday season, de Blasio Administration officials spoke at One Police Plaza to announce an NYPD crackdown against intoxicated driving. They also announced the return of an initiative to discourage drinking and driving – \$10 off a taxi or for-hire vehicle ride with Curb, Lyft or Via. They reminded drivers of the need to obey the speed limit and continued a call to the State Senate to renew the City’s successful speed camera program.

“Those who drink and drive will learn a hard lesson courtesy of the NYPD,” said **Mayor Bill de Blasio**. “Take a cab, take a train, and take the keys away from a friend who’s had too much to drink. You just may be saving lives.”

The DOT, NYPD, and TLC today made the following Vision Zero announcements:

**DWI Enforcement Citywide:** DOT data show that DWI-related traffic fatalities show a dramatic increase in the period between Memorial Day and Independence Day. In the six weeks between May 25th and July 6th, the rate of fatal alcohol-involved crashes increases by 55%, compared to the rest of the year with an average of one in four annual fatal DWI crashes happening during this six-week period.

Recognizing this increased seasonal danger, NYPD will be focused on finding and arresting intoxicated drivers this entire holiday week. The focus on DWI will be down to the precinct level, including through the use of random checkpoints.

**“Know Your Limit” Campaign, including \$10 Off Rides:** “Know Your Limit” is an on-street campaign educating New Yorkers about the dangers of drinking and driving. At locations around New York City this week, NYPD and the NYC DOT Street Teams will distribute information about DWI and discuss other issues connected to Vision Zero. NYPD officers will invite the

public to try a breathalyzer test if they have been drinking – and believe they are not above the legal limit for driving.

When enjoying a night on the town, New Yorkers should always plan ahead, especially because New York City already provides thousands of designated drivers – taxi drivers, bus drivers, and subway conductors. As another element of the “Know Your Limit” campaign, New Yorkers will be encouraged to choose a safe ride home with the mobile apps Curb, Lyft, or Via.

A designated driver is just a tap away, and New Yorkers can get \$10 off a taxi or for-hire vehicle rides. Rides booked through the Curb app connect users to over 13,000 licensed NYC taxis, while Lyft and Via apps connect riders with registered for-hire drivers. A limited number of promotional codes will be available evenings and nights through Sunday, July 8th. To redeem the discount, simply visit any of the partner sites:

[gocurb.com/knowyourlimit](http://gocurb.com/knowyourlimit)

[lyft.com/invite/knowyourlimit](http://lyft.com/invite/knowyourlimit)

[ridewithvia.com/knowyourlimit](http://ridewithvia.com/knowyourlimit)

Riders simply download and register any of the partner apps and claim the applicable discount code. Enter the promo code in the payments section and a \$10 credit will be applied to the rider's fare for one ride during this next week. NYPD and the NYC DOT Street Teams will distribute information about the promotion throughout the City, as well as at partnering local establishments.

"If you're out celebrating this holiday week, make certain you and your loved ones have a designated driver," said **NYPD Commissioner James P. O'Neill**. "Around the city, in every neighborhood, our police officers will be looking for anyone who is drinking and driving. And we'll be fully enforcing our traffic laws, which are intended to keep all New Yorkers safe."

"The Fourth of July holiday is a great time to celebrate, but this season also unfortunately sees some of the highest concentrations of alcohol-related traffic crashes of the entire year," said **DOT Commissioner Polly Trottenberg**. "Good for us, New York City has no shortage of designated drivers -- on our subways, our buses as well as in our cabs or for-hire vehicles, which we are grateful will be offering discounted rides all week. Here's wishing everyone fun and safe celebrations this entire holiday week."

"With more than 180,000 TLC-licensed drivers on the road, passengers have a wide range of options to get home safely in New York City," said **TLC Commissioner Meera Joshi**. "Whether you use a yellow taxi, green taxi, black car or livery car, there is no reason to get behind the wheel when you can ride in comfort with some of the world's best professional drivers."

"The 'Know Your Limit' campaign perfectly aligns with the Office of Nightlife's core mission to promote a healthy and safe nightlife for all New Yorkers," says **Ariel Palitz, executive director of the NYC Office of Nightlife**. "We are happy to support Vision Zero and the DOT's

taxi and E-Hail discount campaign to educate New Yorkers about how to get home safely after a night out this holiday week.”

“July 4th is a wonderful time of year, but we know all too well that this holiday often leads to drinking and driving,” said **City Council Speaker Corey Johnson**. “I am proud that the city is taking preemptive steps to keep New Yorkers safe this week, with the NYPD stepping up enforcement and both taxis and for hire vehicles making it easier and cheaper to find a designated driver. I applaud the taxi industry and Lyft and Via for offering discounts this week, and I hope everyone has a safe and happy start to the summer holiday season.”

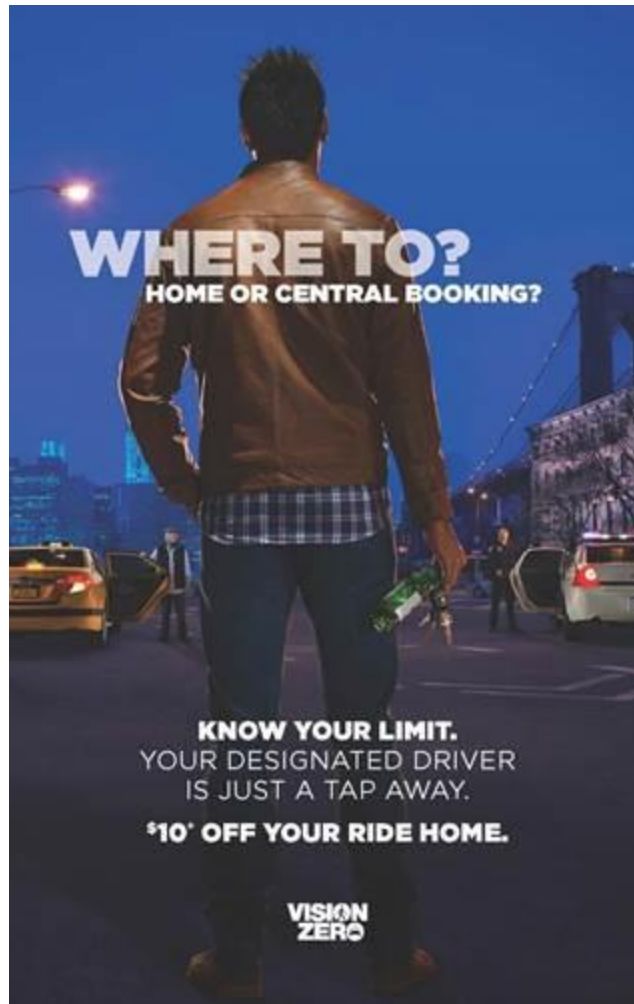
“The Independence Day holiday is an opportunity for many to relax, have fun, and spend time with family,” said **Council Member Ydanis Rodriguez, chair of the Council Committee on Transportation**. “We must be responsible when we are on the road to ensure we will all be able to celebrate. Do not drink and drive. If you choose to drink, make safe travel plans.”

“While there's no excuse for driving while intoxicated, today's announcement makes it even easier to get home safely and responsibly on Independence Day,” said **Council Member Vanessa Gibson**. “I commend the Administration for once again stepping up DWI enforcement around the July 4th holiday and for incentivizing New Yorkers to plan safe travel home ahead of time by offering \$10 vouchers for taxi and for-hire vehicles. No ride is worth your life. This July 4th holiday, I urge everyone to celebrate safely and responsibly.”

“During the July 4th holiday and throughout the summer, I encourage all New Yorkers to celebrate safely,” said **Council Member Keith Powers**. “With many alternatives, there is no excuse for driving while intoxicated, endangering yourself and others. I thank the Mayor and DOT for continuing to prioritize safety first as a part of the Vision Zero initiative.”

“I have a simple message to my fellow New Yorkers: do not drink and drive,” said **Council Member Antonio Reynoso**. “There is simply no excuse for endangering the lives of your fellow New Yorkers by getting behind the wheel while intoxicated. We have numerous transportation options in the City that do not require you to operate a vehicle – use them! I want to thank the DOT and NYPD for spearheading this important initiative, as well as the companies who have partnered with the City to offer alternative transportation to City residents during the holiday week.”

For more information about the de Blasio Administration’s Vision Zero initiative, please see [www.nyc.gov/visionzero](http://www.nyc.gov/visionzero)



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