



WELCOME TO THE

SLOW ROADS SAVE LIVES WEBINAR



September 21, 2023 3PM ET / 12PM PT



FROM MARGINS TO MAINSTREAM

REFRAMING ROAD DESIGN

Designing for people is not optional.
We create stronger communities and
safer roads when people come first.



1

TRADITIONAL
CAR CENTRIC AWARENESS



2

REFORMED
WORKING TOWARDS SAFETY



3

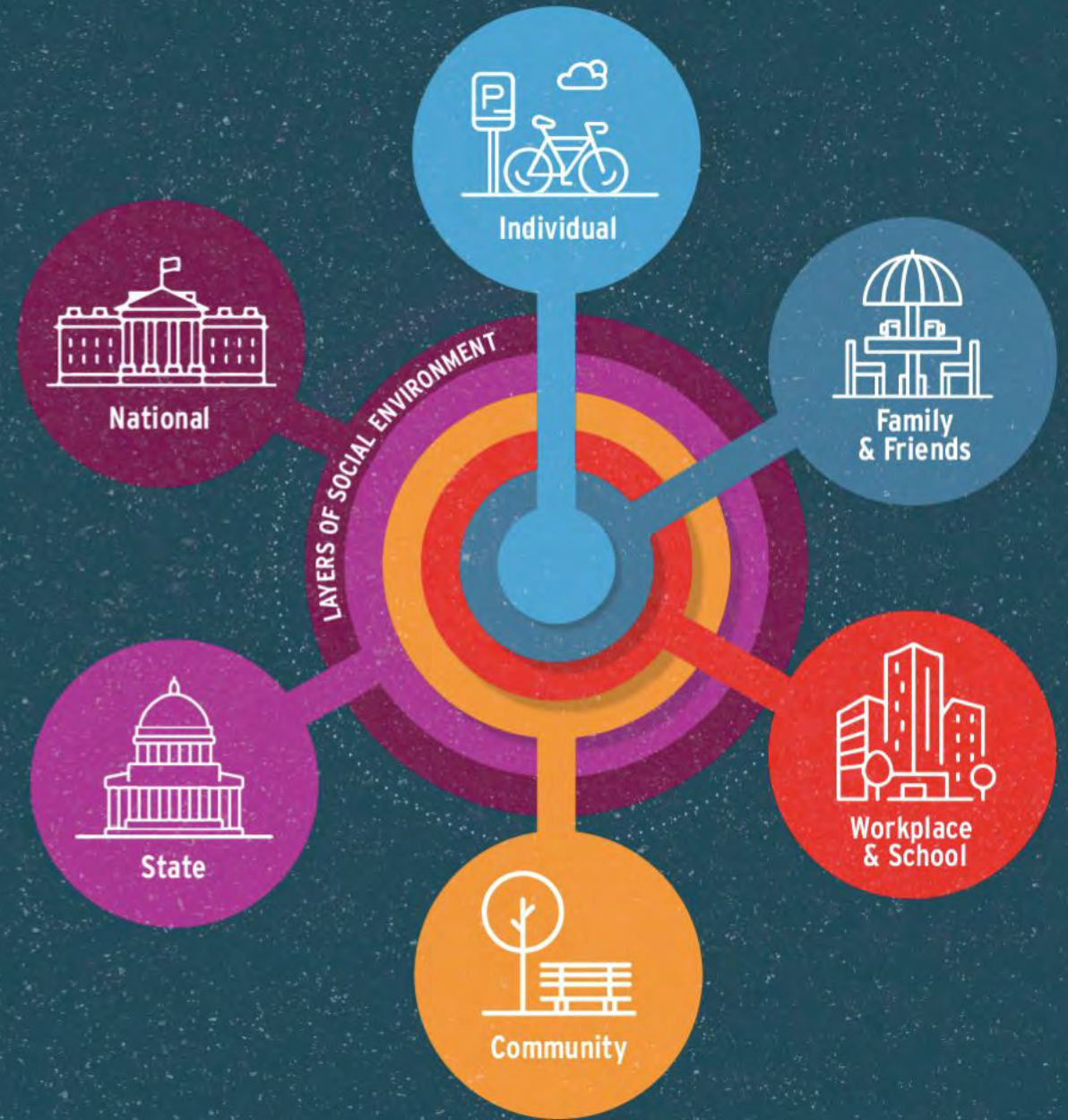
REFRAMED
PEOPLE-FIRST, SAFETY-FIRST





WE HAVE THE POWER TO BUILD A CULTURE FOR SAFER STREETS

Changing our culture towards safer streets requires action at every level aligning policy, programs, and people.





SAFE SYSTEM: SAFE STREETS



Individual

As an individual, you can slow down and obey the speed limit. On a single lane road, you control the speed



Friends & Family

Slower speeds are often sought to protect family and friends



Workplace & School

Workplaces and schools are often places that exist in speed zones with lower speeds



Community

From farmer's markets to street fairs, communities thrive where speeds are slow



State

State legislatures and agencies play key roles in setting speed limits and allowing lower speeds



National

Setting appropriate speed limits for all road users is a proven safety countermeasure according to FHWA

Action is needed at each level of our social environment to support slower, safer streets. 



SAFE SYSTEM: SAFE STREETS



Individual

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Community

From farmer's markets to street fairs, communities thrive where speeds are slow

Action is needed at each level

TAKE THE PLEDGE

Help the League show the broad support across the country for Slow Roads.

Slow roads are safe roads. And safe roads make life better for everybody.

When roads are slow, our communities and neighborhoods thrive. When roads are safe, there are fewer crashes and those that do occur are less severe. In terms of both livability and survivability, slow roads are the best roads.

Roadway crashes are preventable and our national, state, and local leaders should prioritize efforts to eliminate and mitigate the scourge of traffic violence. Slow roads are critical to that.

A person hit by a vehicle traveling at 20 miles per hour (mph) has a 90 percent chance of survival. The risk of death more than doubles if that person is hit by a driver going 30 mph. Whether the crash occurs due to distraction, intoxication, speeding, or any other bad behavior, the crash speed controls whether the person hit is likely to live or die.

The most common speed limit on a road where a person biking or walking is killed is 45 mph. More than 90 percent of the nearly 43,000 traffic deaths in the United States are on roads with speed limits over 30 mph.

We need safer streets in the United States.

To do that, we must embrace the protection provided by slow roads and slow speeds in our neighborhoods and other places where people biking, walking, or using mobility devices frequently intermix with motor vehicles. That's how other countries have successfully reduced traffic deaths: a combined embrace by government leaders and individuals of a traffic safety culture that favors slower speeds, including maximum vehicle travel speeds have been set to 20 mph (or less) on neighborhood roads and other streets where people live, work, learn, and play.

Show Your Support for Slow Roads Save Lives

As an individual driver, I support the "Slow Roads Save Lives" campaign and I pledge to embrace slower speeds by:

- Speaking up for the value of slow speeds, which reduce dangers to everyone by limiting the physical forces of potential crashes.
- Supporting transformational policy and roadway designs, which help make roads slower and safer for everyone.
- Driving 20 mph in my neighborhood, on the blocks where my family and neighbors live, walk, and play.
- Driving with an intention of speed limit compliance at all times and recognizing that I control the speed of my vehicle.



SIGN FOR 20, DESIGN FOR 20

ADAPTING SPEED LIMITS & ROAD DESIGN FOR SAFER ROADS





THANKS FOR JOINING US FOR THE

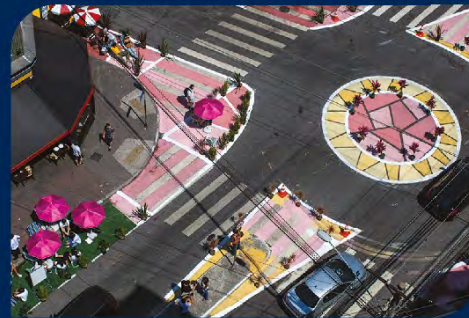
SLOW ROADS SAVE LIVES WEBINAR





SLOW SPEEDS: A GLOBAL MOVEMENT

NATALIE DRAISIN
NORTH AMERICA DIRECTOR &
UNITED NATIONS REPRESENTATIVE



WHO WE ARE

The FIA Foundation is an activist philanthropy, investing in safe and healthy journeys for all. For people and planet.

- Facilitate the Decade of Action for Road Safety with the WHO
- Advocate for road safety within the UN and worldwide
- Work with National Center for Safe Routes to School & Johns Hopkins University to ensure safe & healthy journeys to school



United Nations



World Health
Organization



THE WORLD BANK

fiafoundation.org & childhealthinitiative.org



FOUNDATION

Domestic & international alignment





Vision Zero for Youth

- Prioritize safety improvements where kids walk or bike
- Rooted in Safe Routes to School
- Launched in 2016

www.visionzeroforyouth.org



FOUNDATION



Bogotá population: 8 million

2012: 50 child fatalities

December 2018:

0





Source: Institute for Transportation & Development Policy









ESTA ES MI CALLE



CHILD HEALTH
INITIATIVE

EVERY JOURNEY.
EVERY CHILD.

www.childhealthinitiative.org



[childhealth](#)



[@everylife](#)

THIS IS MY STREET



CHILD HEALTH
INITIATIVE

EVERY JOURNEY.
EVERY CHILD.

www.childhealthinitiative.org



[childhealth](#)



[@everylife](#)

Traffic Conflict Technique Toolkit

Making the Journey to and from School Safer for Students

Gather data...
without waiting for the crash to occur



STAR RATING
FOR SCHOOLS

MAKING SCHOOLS SAFE

Locations at more than 1,000 schools have been Star Rated by SR4S partners worldwide. Here you can explore data for locations that have achieved 3-stars or better. Click on the "Upgrade" filter and on the charts to explore the data in depth.

Upgrade

After

Before

Av. Star Rating

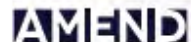
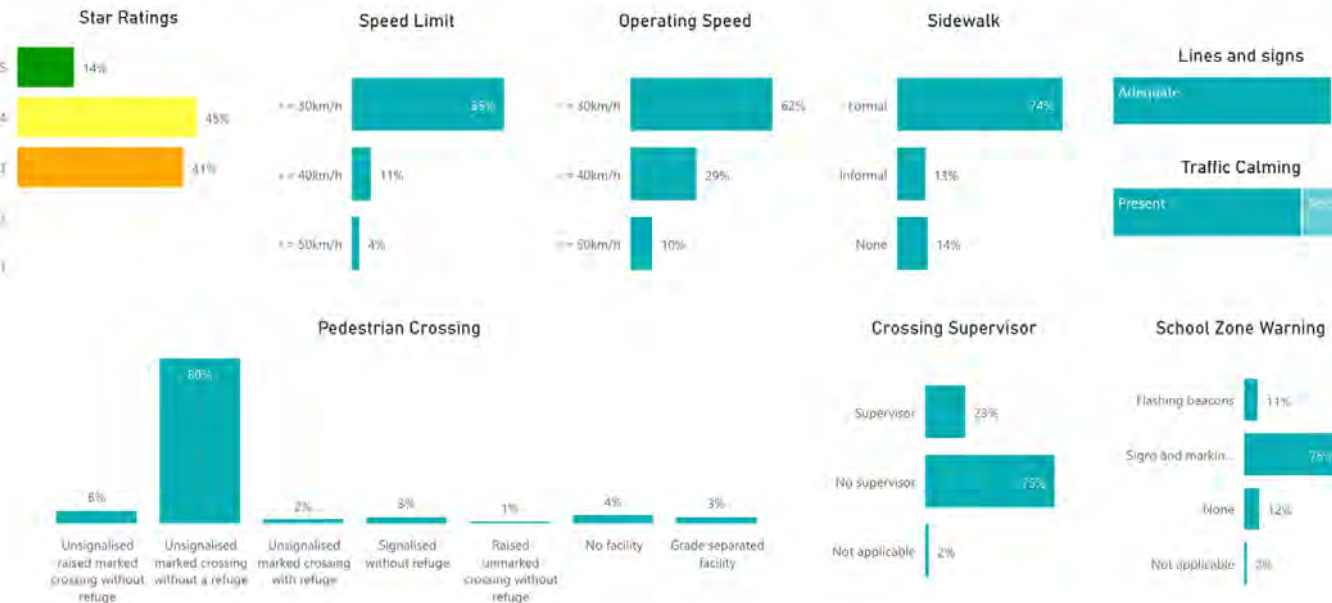


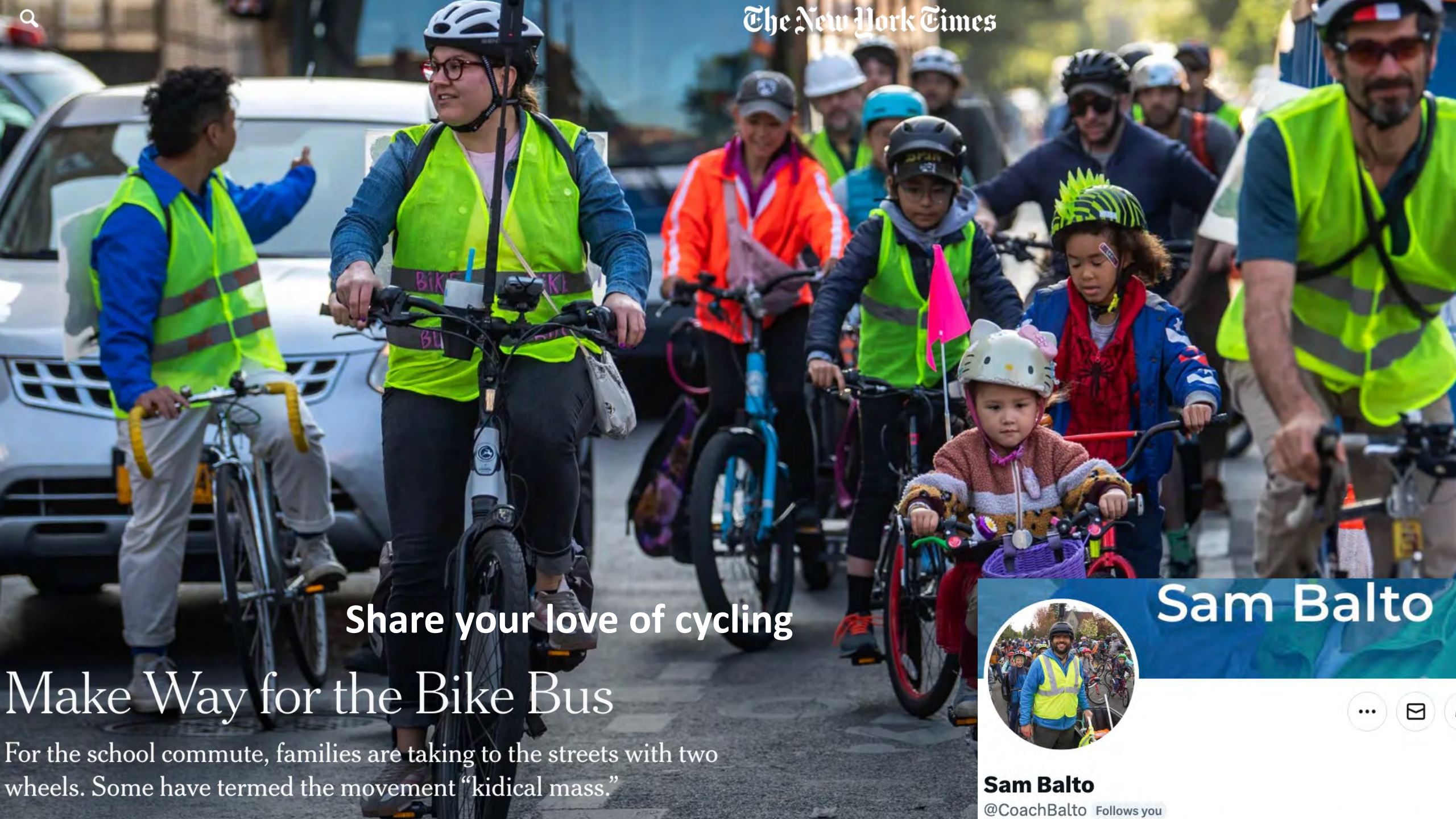
Countries

20

Students

123K





Share your love of cycling

Make Way for the Bike Bus

For the school commute, families are taking to the streets with two wheels. Some have termed the movement “kidical mass.”



Sam Balto



Sam Balto

@CoachBalto Follows you



Visible, inclusive community events
Host Walk/Bike to School Day!
walkbiketoschool.org





[Link to climate agenda](#)



Galvanize commitment

1:20 / 3:12

Save Kids Lives - A film by Luc Besson

 FIA 
117K subscribers

Subscribe

2.7M views 7 years ago
Share the film - <http://savekidslives.fia.com/>
Sign the Child Declaration for Road Safety ! <http://www.savekidslives2011.com/>





Political commitment



Leadership in
Vision Zero for Youth
PRESENTED TO
Eric Garcetti
Mayor, City of Los Angeles
For exceptional commitment
to Safe Routes to School
BY THE
National Center
for Safe Routes to School
October 2017

Spark competition



Why It Matters
Take Action
Success Stories
Awards

A photograph of a diverse group of children of various ethnicities and ages. They are all smiling or looking towards the camera with positive expressions. The children are dressed in casual clothing, including jackets and backpacks. The background is slightly blurred, suggesting an outdoor setting.

VISION ZERO FOR YOUTH

Join the movement: [VisionZeroForYouth.org](https://www.visionzeroforyouth.org)

Leadership awards

- 20 mph
- Focus on school zones and nearby arterials
- Quick build improvements and School Streets
- Link to equity goals and climate plans



2023 Award: Lincoln, NE

Source: Lincoln Transportation & Utilities



FOUNDATION



Applications open this Fall!



www.visionzeroforyouth.org/awards/us



FOUNDATION



... and follow-up



**EVERY JOURNEY.
EVERY CHILD.**

FORTALEZA



Make people slow down

Before



After

Dragão do Mar

NACTO

Global
Designing
Cities



30% more people
spent time
in public space



(Don't just suggest they slow down)



Get funding



U.S. Department of Transportation

Safe Streets and Roads for All (SS4A) Grant Program

[transportation.gov/grants/SS4A](https://www.transportation.gov/grants/SS4A)

What is 'CycleRAP'?

A risk evaluation model for bicyclists and light mobility users

- Identifies **high risk locations** and provides data to **help reduce crashes and improve infrastructure safety** for cyclist and light transport modes.
- Enable **easy, affordable and fast methods** of evaluating bicycling infrastructure for safety
- Can be applied anywhere and on **all types of infrastructure**.
- Can be used **independently or in conjunction with other RAP models** and tools (e.g. the Star Rating bicyclist model) and other types of risk evaluation methods (e.g. road safety audit).



What is 'CycleRAP'?

Registers ~50 data points across all types of facilities (roads, bike lanes, paths etc.) to evaluate 4 types of crash risk:



Conflicts with vehicles



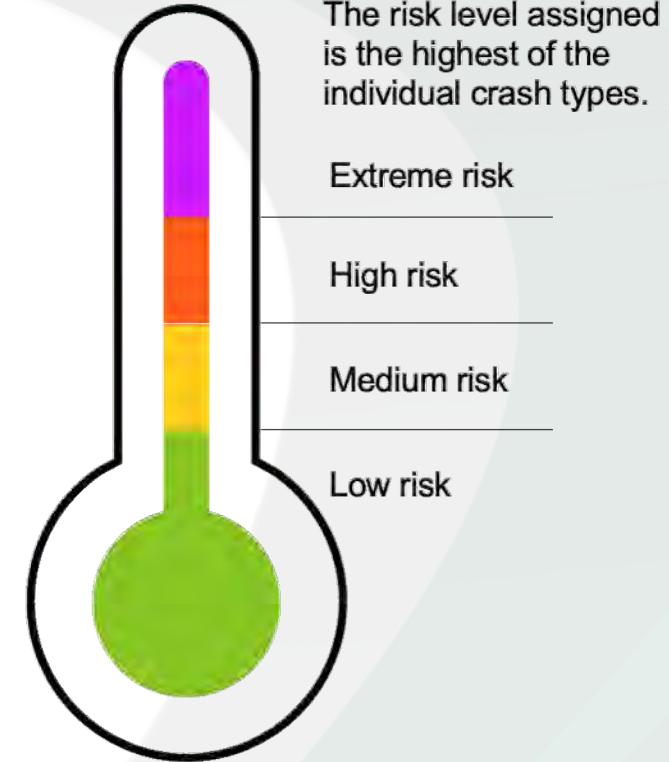
Conflicts between bicycles and/or light mobility vehicles



Conflicts with pedestrians



Crashes which do not involve others



Protected Bicycle Lanes Protect the Climate

Measuring How Networks of Protected Bicycle Lanes Reduce Carbon Emissions, Transport Costs, and Premature Death



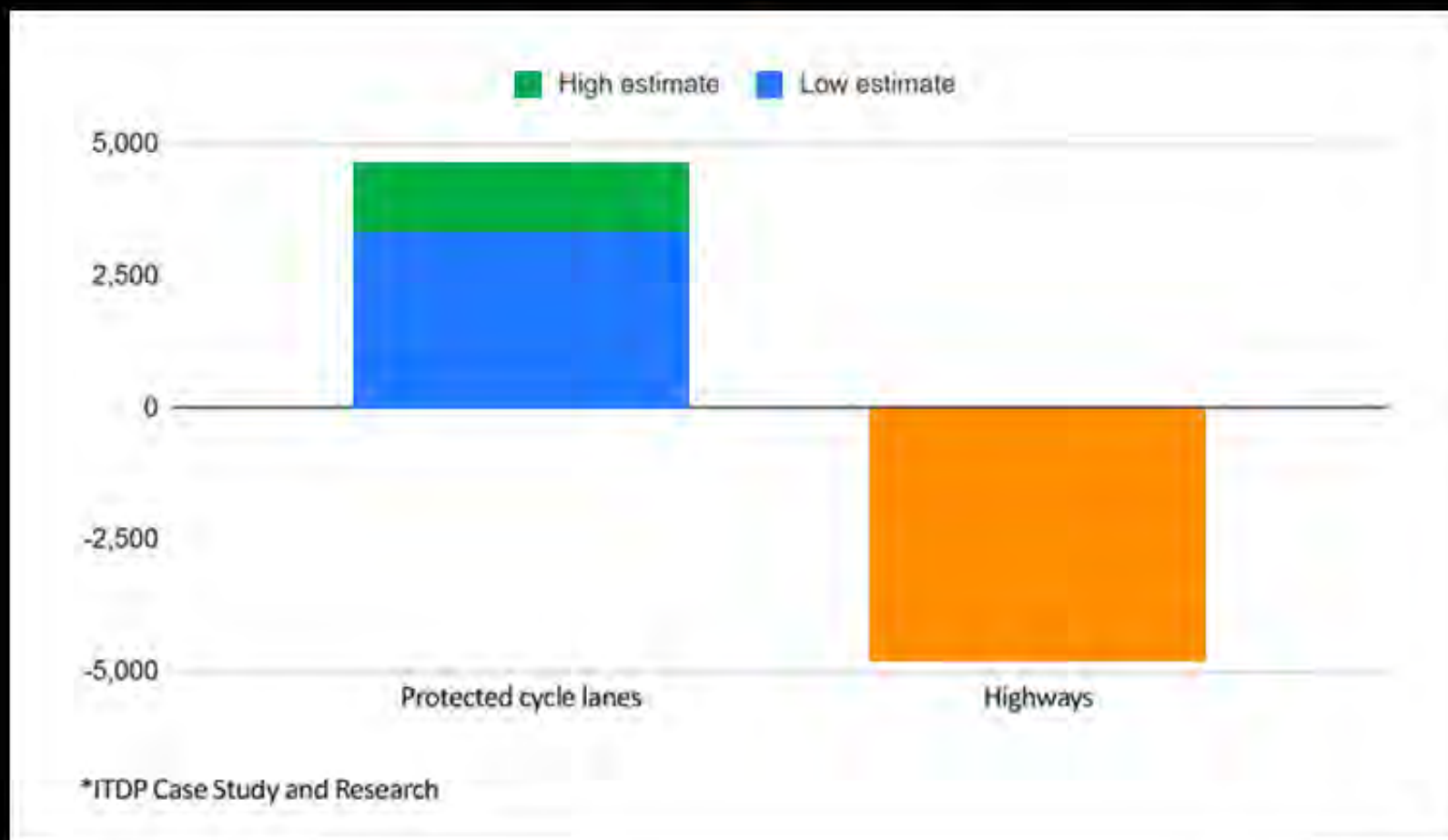
Protected bike lane networks:

- Pay for themselves in less than a year
- Prevent road fatalities compared to investment in other infrastructure
- Reduce emissions
- Provide quantifiable economic benefits
- Create more economic value annually than they cost to build

fiafoundation.org/news/protected-bike-lane-networks-save-money-and-protect-planet-new-study-shows

BICYCLE LANES REDUCE GHG EMISSIONS AS EFFECTIVELY AS HIGHWAYS CREATE THEM

Tonnes of CO₂-eq emissions prevented per million USD spent on infrastructure (20y horizon)



Cycling Cities | ITDP



EiA FOUNDATION



Thank you

**Natalie Draisin
North American Office Director
& United Nations Representative
FIA Foundation**

**n.draisin@fiafoundation.org
[@Ndraisin](https://www.instagram.com/Ndraisin)**



SLOW ROADS SAVE LIVES

Amy Cohen, FSS Co-Founder



September 21, 2023



AGENDA

1. FSS Overview
2. Sammy's Law & Why 20 MPH
3. FSS Support Services
4. How You Can Help

FAMILIES FOR SAFE STREETS



Photo: Scott...

WHO ARE WE?



MISSION:

To confront the preventable epidemic of traffic violence through advocacy and support.

OVERVIEW

History: Founded 2014
Members: All personally impacted
Area: Started in NYC but now chapters and individuals fighting across the country

FSS CHAPTERS



Alexandria, Virginia

Arlington County, Virginia

Atlanta, Georgia

Central Texas

Fairfax County, Virginia

Montgomery County, Maryland

Nashville, Tennessee

New York, New York

New Jersey

Northeast Ohio

Oregon and Southwest Washington

Philadelphia, Pennsylvania

Richmond, Virginia

San Diego, California

San Francisco Bay Area, California

San Jose, California

Southern California

Toronto, Canada

Utah

Washington, DC



SAMMY





The United States had the **highest motor vehicle crash death rate*** compared with 28 other high-income countries.

*Population-based death rates; deaths per 100,000 people in 2019

www.cdc.gov

bit.ly/mm7126a1

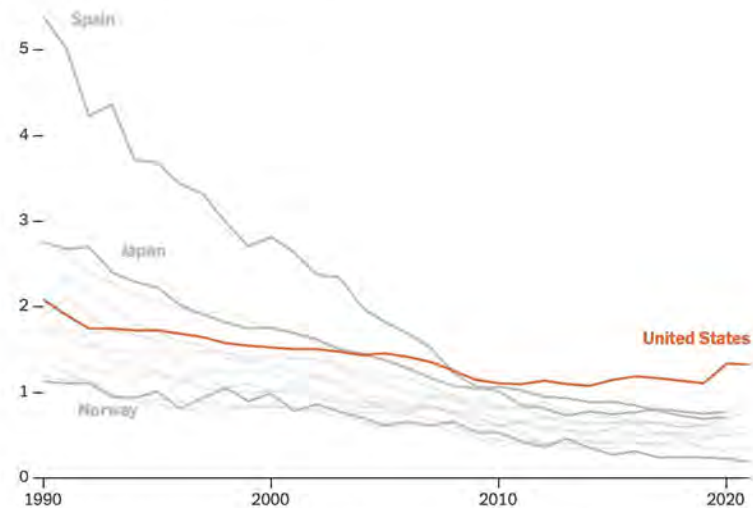
Crash death rates* in high-income countries



America is becoming more of an outlier when it comes to road safety

Annual road fatalities adjusted for distance traveled, including those in motor vehicles as well as pedestrians and cyclists.

DEATHS PER 100 MILLION MILES TRAVELED



Source: O.E.C.D., National Highway Traffic Safety Administration - Note: Comparison countries selected from a [list of peer countries](#) based on comparable income levels. Some countries were excluded because of missing data.

TRAFFIC CRASHES ARE PREVENTABLE



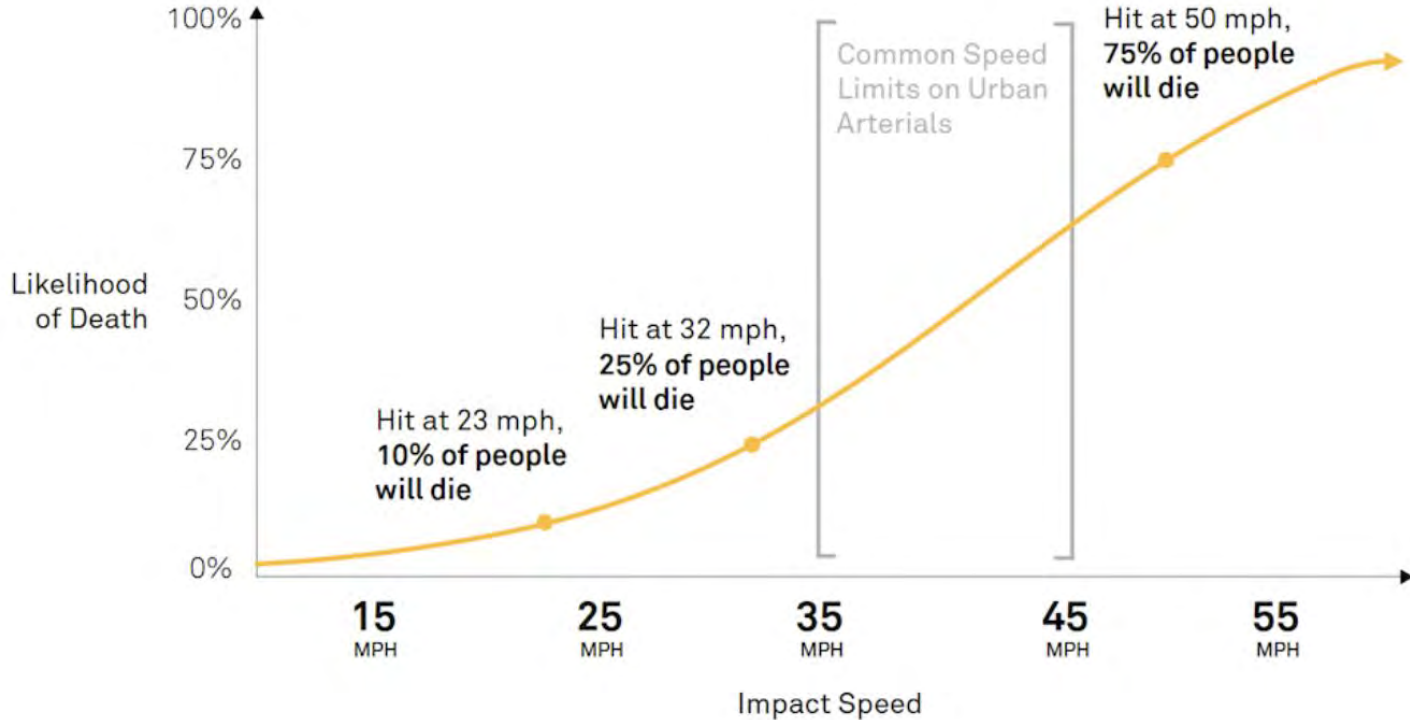
CRASH
~~ACCIDENT~~

crashnotaccident.com

SAFE SPEEDS



THE LIKELIHOOD OF FATALITY INCREASES EXPONENTIALLY WITH VEHICLE SPEED³²



SAFE SPEEDS

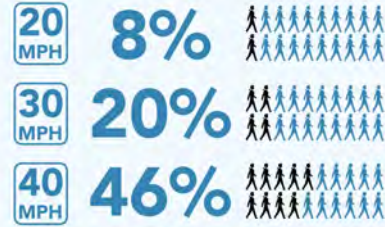


Higher speeds reduce a driver's field of vision

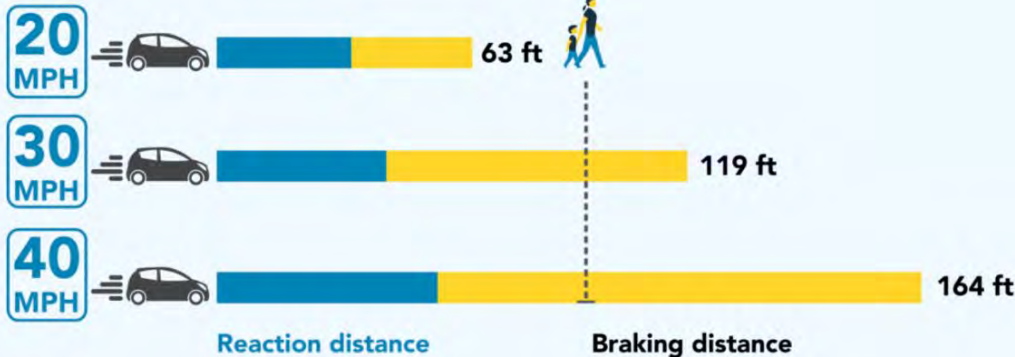
Traveling at higher speeds narrows your field of vision as you drive, making it more difficult to see and react to people in the roadway.



Source: NACTO Urban Street Design Guide (2013)



Likelihood of death for people walking if hit at these speeds
Source: AAA Foundation, Tefft, B.C. (2011)



Higher speeds increase a driver's reaction time & braking distance

We will always face unpredictable, urgent reasons to stop. The speed we're traveling can make the difference between life and death.

THE FIGHT FOR SAFE SPEEDS IN NEW YORK



STATE OF POLITICS

Local governments in New York could lower speed limit to 25 mph under new law

BY [NICK REISMAN](#) | ALBANY
PUBLISHED 3:25 PM ET AUG. 12, 2022

Local governments in New York will have the power to reduce their speed limits to 25 mph [under a law meant](#) to cut down on car crashes and fatalities signed Friday by Gov. Kathy Hochul.



THE FIGHT FOR SAFE SPEEDS IN NEW YORK



Natalie Draisin @NDraisin · Jun 15
 Support #SammysLaw to save lives, says @FIADn Chairman Lord Robertson of Port Ellen to New York State Assembly Speaker @CarlHeastie @NYSA_Majority

NYC deserves #StreetsForLife

Full letter [+](#)

League of American Bicyclists @BikeLeague · Jun 8
 Cities should have control over their own speed limits, and that's true for New York City as much as your town because slower speeds save lives.

We support advocates in New York State in urging the legislature to vote on and pass #SammysLawNow.

Consumer Reports Advocacy @CRAdvocacy · Jun 9
 CR stands with @NYCSafeStreets in calling on NY Assembly Speaker @CarlHeastie to put Sammy's Law (S-2422/A-7266) on the floor, in order to allow NYC to reduce speed limits, protect pedestrians and save lives advocacy.consumerreports.org/press_release/.

Vision Zero Network @Visionzeronet · Jun 15
 If you live in NY, support **Sammy's law** which would allow the city to control its own speed limits, a life-saving best practice. Call Assembly Speaker @CarlHeastie NOW at (718) 654-6539 to demand a vote on **Sammy's law**.

SEVEN DAYS UNTIL THE ASSEMBLY RETURNS

Speaker Heastie must hold a vote on Sammy's Law and give New York City control over its speed limits.

By **NEW YORK DAILY NEWS EDITORIAL BOARD** and **NEW YORK DAILY NEWS**
 PUBLISHED: June 30, 2023 at 4:00 a.m. | UPDATED: June 30, 2023 at 8:00 a.m.

Carl and Sammy: Assembly Speaker Heastie's antidemocratic excuse for blocking vote to lower the NYC speed limit

FAMILIES FOR SAFE STREETS

DEMAND A VOTE
 CALL SPEAKER HEASTIE'S DISTRICT OFFICE TODAY
 (718) 654-6539

FSS SUPPORT SERVICES

<p>January 9, 2019 Therapeutic Writing</p> <p>Join us for a facilitated workshop as we explore writing as a powerful tool for healing. Not a writer? This evening is meant for you too! No writing experience necessary and exercises can be done in whatever language you prefer. Appropriate whether your crash was recent or long ago.</p>	<p>February 6, 2019 Celebrating Meaning After Loss</p> <p>For many people, the aftermath of losing a loved one can bring moments (or months, maybe even years) of confusion, depression, anxiety and hopelessness. Whether our losses were recent or long ago, we gain tremendous strength and power from each other. Join us for this facilitated workshop where we will explore re-experiencing joy and meaning after loss and trauma.</p>	<p>March 6, 2019 Activism As A Way Of Healing</p> <p>Do you agree... it's about time we stop having to welcome new members to this community? That it's time for our streets to be designed for people? And that reckless drivers who injure and kill pedestrians, cyclists and others should be held accountable? Turning anger, frustration and grief into action is not just a healing tool - it can truly make our streets safer.</p>	<p>April 3, 2019 Post Crash Body and Mind</p> <p>Ever find yourself referring to life BC (before crash) and PC (post crash)? Please join us for a facilitated workshop addressing this major life event including guidance, tips and resources. Appropriate whether your crash was recent or long ago.</p>
<p>June 5, 2019 Wellness Retreat Night</p> <p>We hope you'll join us for an evening of well-deserved pampering. Nourish your mind, body and spirit. Featuring an array of wellness practitioners.</p>	<p>July 10, 2019 Drumming Through Trauma</p> <p>Did you know that drumming can reduce tension, stress and anxiety? Some say it can even help control chronic pain and boost the immune system! Join us for this hands-on workshop where together we will explore drumming as a therapeutic tool for personal transformation, community building and joy! No music or drumming experience necessary.</p>	<p>August 7, 2019 Picnic In The Park</p> <p>Have you been injured or lost a family member in a crash? If so, you surely know that life's not always a picnic. All the more reason for us to come together as a community ... and have a summer picnic! We'll meet in a NYC Park (TBD), surrounded by nature's wonder. Bring your blankets, sheets, chairs, food, drinks, family, games and more - or just bring yourself!</p>	<p>September 9, 2019 Nature and Mindfulness</p> <p>Have you been injured in a traffic crash? Some days feel great and others not so much? Join us for a social evening with other crash survivors coupled by an experiential workshop where Mother Nature will nurture us with her many gifts. We will explore the power of nature and mindfulness for enhancing our self care practices.</p>



RESOURCE GUIDE

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- Monthly Support Community
- Peer Mentoring
- Online Support
- Resource Guide in 3 languages
- Logistical Assistance



Discussion & Questions