



# Intelligent Speed Assistance:

## A State & Local Focused Approach

**Amy Cohen**, FSS Co-Founder



January 23, 2024

# AGENDA

1. FSS Overview
2. ISA Campaigns:
  - a. New York
  - b. Washington, DC
  - c. California
3. Safer Fleets Challenge
4. Advocacy Tips
5. FSS Support Services

# FAMILIES FOR SAFE STREETS



Photo: Scott P.



# FAMILIES FOR SAFE STREETS (FSS)

## OUR MISSION

Families for Safe Streets confronts the preventable epidemic of traffic injuries and deaths through advocacy and support.

## WHO WE ARE

FSS is comprised of individuals who have lost loved ones, been injured, or care for someone who was, in traffic violence.

## SUPPORT SERVICES

Providing peer support and logistical assistance.

## ROAD SAFETY FOR ALL

Pedestrians, cyclists, drivers & passengers.

Learn more at [familiesforsafestreeets.org](https://familiesforsafestreeets.org)

SAFE SPEEDS

SAFE STREETS

SAFE VEHICLES

SUPPORT VICTIMS

POST-CRASH CARE

# FSS: Three Pathways

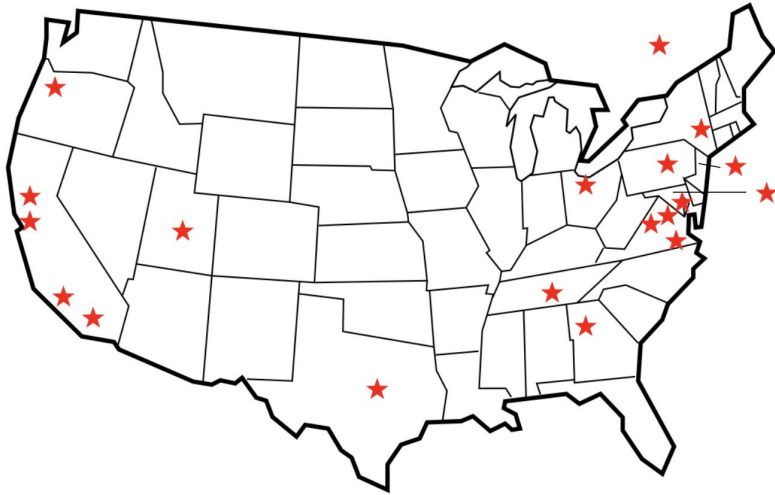
- *Members*
- *Ambassadors (Individual Advocates)*
- *Chapter*



## Core Values

- ❑ Commitment to Data-Driven Goals & Systemic Change
- ❑ Bold & Strategic Organizing Tactics
- ❑ Consistent Messaging
- ❑ Inclusivity
- ❑ Collaboration
- ❑ Clear & Effective Decision-Making
- ❑ Compassion & Understanding
- ❑ Determination

# 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





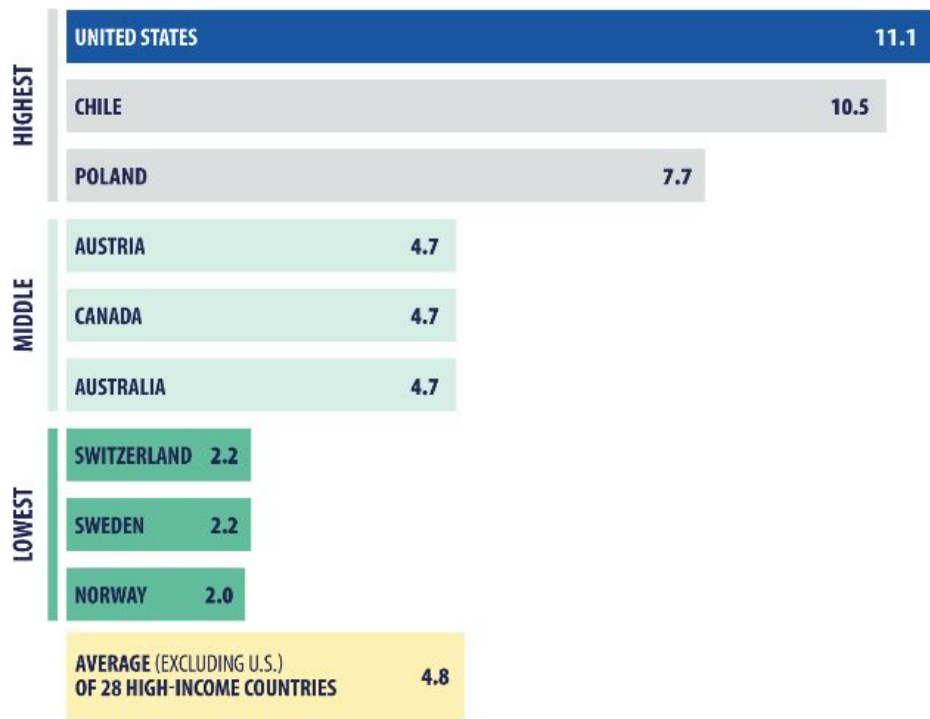
The United States had the **highest motor vehicle crash death rate\*** compared with 28 other high-income countries.

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

[www.cdc.gov](http://www.cdc.gov)

[bit.ly/mm7126a1](https://bit.ly/mm7126a1)

## Crash death rates\* in high-income countries



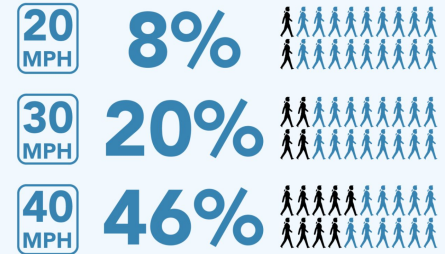
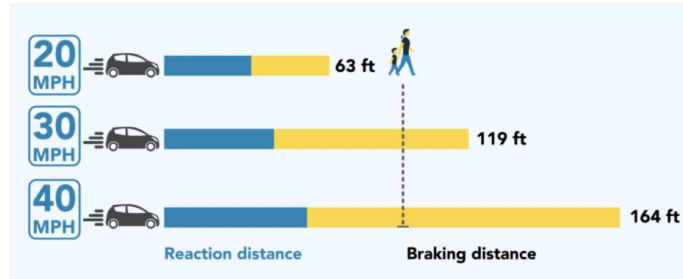


# SAFE SPEEDS



## Higher Speeds Increase Lethality of Impact

### Higher Speeds Increase Braking Distances



Likelihood of death for people walking if hit at these speeds

Source: AAA Foundation, Tefft, B.C. (2011)

### Higher Speeds Reduce a Driver's Field of Vision



Source: NACTO Urban Street Design Guide (2013)

# SAFE VEHICLES

## BIGGER VEHICLES = MORE PEOPLE KILLED

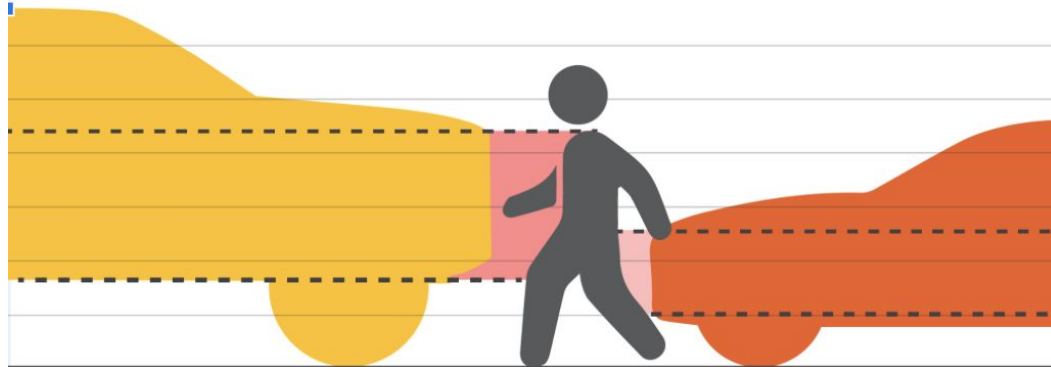
Automakers build bigger vehicles every year. Taller front-ends increase likelihood of head or chest impact and of falling under the vehicle instead of on the hood. Plus, more power required to power larger vehicles means a harder strike.

It doesn't have to be this way. In Japan and Europe, government regulations force automakers to make vehicles safe in shape and size. Fatalities are in decline there while on the rise in the U.S.

Ford F-Series 6'9"

Avg American 5'7"

Sedan 4'8"





# NEW YORK STATE: Focus on the Most Egregious Drivers

- 25+ national and local news stories of our launch
- Inspired by MADD & Ignition interlock



<https://act.transalt.org/a/intelligent-speed-assistance>

## NY Repeat Offender Speed Limiter Bill (S7621/A7979)



### SLOW DOWN RECKLESS DRIVERS

Install INTELLIGENT SPEED ASSISTANCE devices on repeat violators' cars

NUMBER OF SCHOOL ZONE SPEED VIOLATIONS	NUMBER OF DRIVERS
243	1
100	13
50	369
20	8,247
15	19,206
10	44,888

#### A Common Sense Measure to Protect New Yorkers:

- Repeat offenders are an overall small number of drivers that are disproportionately responsible for carnage on our streets.
- When you drive drunk, we put a device in your car that prevents you from doing that again. When you speed, repeatedly, we should use similar technology to stop that.

#### What Does This Bill Do?

- Installation of ISA (intelligent speed assistance) on vehicles that:
  - Accumulated 11 or more points on their license in an 18 month period
  - Were caught violating the speed limit via speed safety cameras six or more times in a 12 month period.
- This technology would prevent repeat offenders from traveling more than 5mph over the speed limit

#### It Won't Deny Anyone Mobility:

- This bill just ensures those with extensive track records of driving dangerously change their behavior to be in line with a vast majority of other drivers.
  - Only a fraction of the driving population would be impacted by this legislation.
  - And we know in the second year, that number would decrease further as people changed behavior.
- Not speeding is the most basic expectation we should have about sharing public space.

#### It Reduces Harm:

- **Reduces Unnecessary Police Interactions:** Speeding is the number one reason people are pulled over by police. This bill would ultimately reduce the number of interactions between members of the public and the police, by dramatically reducing speeding by

# BABY APOLINE



Immediately after the crash, Mott's 91 camera-issued speeding tickets since 2017 became the focus of nearly universal ire. How could a driver who has had so much regular contact with the city's vaunted automated enforcement system — receiving 35 camera-issued tickets just this year alone — still be on the road to kill?

# JUST LAST WEEK:



Liam Quigley @\_elkue · Jan 17

Woman killed in Brooklyn crash last night by driver in a pickup truck with license plate "NDRTAKER" and 28 school zone speeding camera violations



30

307

1.1K

701K



WASHINGTON, DC & CA



FOR IMMEDIATE RELEASE



January 9, 2024  
Contact: Casey Simmons  
202-724-8072

## On First Vote, DC Council Approves Omnibus Traffic Safety Legislation Creating Strong Accountability On Repeat Dangerous Drivers

Today, the DC Council overwhelmingly voted to approve on first vote Councilmember Charles Allen's legislation to hold dangerous drivers accountable in the District by strengthening enforcement with several new tools to crack down on excessive speeding, including: a separate, parallel violations point system for automated traffic camera violations, new authority for the District's Attorney General to sue for dangerous vehicles in civil court, and closing information sharing

news • GreenGutterVoices

# Fatal California Crash Ignites Debate About Speed Limiters for Cars

We have known how to do this for a hundred years. It's time.



## Safer Fleets Challenge | INTELLIGENT SPEED ASSISTANCE

### Putting safety before speed

Communities in the United States face an increasing epidemic of deaths caused by vehicle crashes, with an estimated nearly 43,000 people killed last year in car crashes in 2021. Speeding was a factor for 29% of fatalities in crashes.<sup>1</sup>

A Safe System Approach addresses this crisis by prioritizing safer roads, safer speeds, and safer vehicles. Intelligent Speed Assistance adds another layer of redundancy to protect all the people on our roads.

### What is Intelligent Speed Assistance and how does it work?

Intelligent Speed Assistance (ISA) is a vehicle support technology that helps drivers travel safely by maintaining posted speed limits. Some new vehicles already come equipped with ISA and it's possible to retrofit older ones for as little as \$1,250 per vehicle.

ISA uses GPS-linked speed limit data and/or video cameras that recognize speed signs to advise drivers of the current speed limit. To prevent speeding, ISA limits the speed of the vehicle by restraining engine power, whether an internal combustion engine or an EV. ISA can be overridden by pushing on the accelerator, or it can be compulsory, depending on the installation.

### What are the benefits of ISA for fleets?

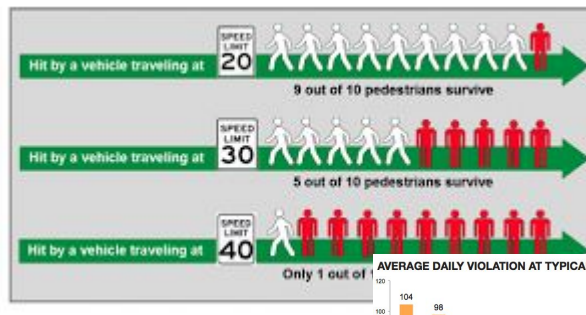
For fleets, safety is paramount. Speeding is a major cause of the increase in deaths and serious injuries on American roadways and regrettably fleet employees aren't immune to this dangerous behavior. A 2020 study in San Francisco clocked 148,034 instances of city cars and trucks driving 10 mph or more over the speed limit.<sup>2</sup> In more than 16% of these instances, the driver was going a shocking 20 to 28.9 mph over the speed limit.

Other governments are also embracing ISA retrofits for their fleets, including:

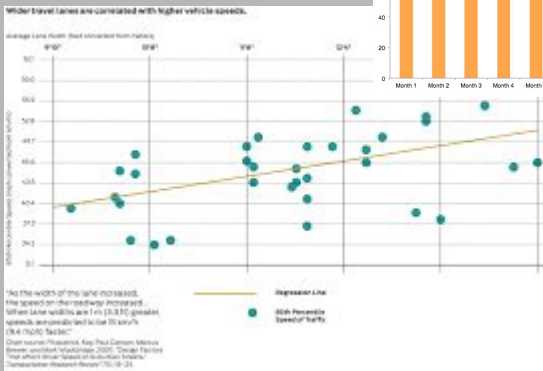
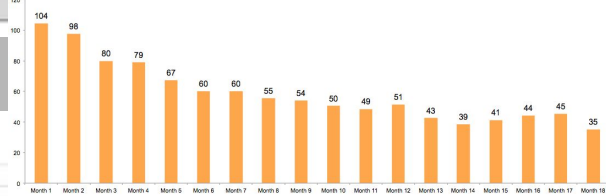
- **Ventura County, CA:** Fleet manager Jorge Bonilla, an early adopter of ISA, describes [the county's experience rolling out an ISA pilot](#).
- **Somerville, MA:** The city's Department of Public Works has started a nine-vehicle ISA pilot, [earning the City Council's commendation](#) in a resolution (looking for a template resolution for your city council? [We have one!](#)). Somerville plans to expand the pilot to 17 vehicles in 2024.
- **King County, WA:** The largest county in Washington [is also moving ahead with an ISA pilot](#).
- **Richmond, VA:** The City's Safe and Healthy Streets Commission recently [recommended adoption of an ISA pilot](#) to its City Council.

# ADVOCACY TIP #1: The power of stories with data

→ Lean on us to help you build your “involuntary” voluntary army



AVERAGE DAILY VIOLATION AT TYPICAL SPEED CAMERA LOCATION BY MONTH







## ADVOCACY TIP #2: Grassroots organizing

- *Model your advocacy after previous successes (e.g., MADD & ignition interlock – inspires NYS ISA bill)*
- *Focus campaigns on what will make a disproportionate impact (e.g., ISA & reckless drivers)*
- *Identify elected champions, “fence-sitters” & opponents*
- *Build a coalition to sway the “fence-sitters”*
- *Engage with rallies, vigils, press conferences, OpEds, LTEs & more*
- *Be strategic & persistent*
- *Give a face to the crisis with our members*



# FSS SUPPORT SERVICES



## SUPPORT COMMUNITY CALENDAR

Families for Safe Streets offers monthly support community virtual meetings available to anyone who is experiencing the loss or trauma from a traffic crash. In addition to the calendar of events listed here, we hold a special monthly Spanish-speaking group and a quarterly peer mentor training.

Reunión con Miembros de FSS en Español: FSS convoca a nuestros miembros de habla hispana mensualmente para que se reúnan, compartan experiencias, conecten entre sí y construyan una sólida comunidad de apoyo de FSS en español.

Please visit: [familiesforsafestreeets.org/calendar](https://familiesforsafestreeets.org/calendar) for details and to register.

Please contact us if you need a peer mentor to be matched at any time.

### July 19, 2023 Post-Crash Body Perceptions

This is a special workshop for crash survivors. Traumatic injury can alter the body we've always known, and challenge the way we see ourselves. This workshop will support those recovering from injury, and share tools for cultivating a healthy body image.

### October 4, 2023 Grief, A One Man Sh'tshow

After a drunk driver killed both of his children in a horrific crash, playwright and filmmaker Cole Campbell channeled his shock, anguish, and rage into a tragic-comic exploration of our culture's inability to talk about grief. Following the performance, Colin joins in conversation with Joyal Mulhron, Director of Evensome, a leading bereavement advocacy organization.

### January 4, 2024 The Comfort of Our Pets

We know that the company of animals makes us feel good. Extensive research proves it. Pets have the ability to relieve stress and anxiety, lower blood pressure, and boost our mood. We'll share conversation, visits from pets who want to be on camera, and resources for pet therapy.

### April 4, 2024 Somatic Movement Therapy for Crash Survivors

This workshop will guide people to access the parasympathetic nervous system - the system that helps us to 'rest and digest' - through simple movements and awareness building. The benefits include slowing heart and breathing rates, lowering blood pressure, and promoting digestion and other functions.

### August 23, 2023 Haiku Writing

The ancient tradition of Haiku poetry or "play verse" focuses on themes including the temporality of life, the temporality of nature, and the seasons. These are very short poems that nonetheless pack a punch. Together we will discuss and explore the power of this kind of poetry writing and create our own poems. ALL WRITING ABILITIES WELCOME!

### November 21, 2023 World Day of Remembrance for Road Traffic Victims

Join FSS community members from across the country for a virtual candle lighting and memorial slideshow to remember loved ones and share impressions from our World Day of Remembrance memorials.

### February 1, 2024 Show & Tell: Remembering Loved Ones

Photos, objects, and memories can help tell a story about loved ones we've lost. These treasures can hold significant meaning that helps us to share stories and feel close to our loved ones and to the community that supports us. Join peers from across the country to share special objects and remembrances.

### May 2, 2024 Surviving the Holidays

After the sudden loss of a loved one, holidays can be the time when we miss our loved ones most. This is also the time when we most need support from others who understand. Community members share strategies for remembering loved ones during holidays, creating new traditions, and finding solace at a difficult time.

### September 7, 2023 Forest Bathing: A Guided Introduction

The solace and comfort that the natural world offers can have tremendous therapeutic benefits. Forest Bathing, also known as Shinrin Yoku, was developed in Japan in the 1980s as an effective tool to overcome the effects of a hectic life and stressful work environment, by providing guided, immersive experiences in a natural setting of any kind.

### December 7, 2023 Virtual Sound Bath Meditation

A sound bath or sound healing is an ancient tradition using instruments with deep, resonating vibrations like Tibetan singing bowls, bells, chimes, and gongs to release tension and ease stress, fatigue, and depression. A great way for beginners to learn about meditation - and open to everyone.

### March 2, 2024 Connecting & Reflecting Through

The creative exploration of much-needed other hard hands-on of calm ca



## RESOURCE GUIDE

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