Intelligent Speed Assistance:
A State & Local Focused Approach

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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 (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 familiesforsafestreets.org
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
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

<table>
<thead>
<tr>
<th>Country</th>
<th>Rate</th>
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<tbody>
<tr>
<td>UNITED STATES</td>
<td>11.1</td>
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<tr>
<td>CHILE</td>
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<tr>
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<tr>
<td>NORWAY</td>
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Average (excluding U.S.) of 28 high-income countries: 4.8
SAFE SPEEDS

Higher Speeds Reduce a Driver’s Field of Vision

Higher Speeds Increase Braking Distances


Higher Speeds Increase Lethality of Impact

Source: AAA Foundation, Tefft, B.C. (2011)
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
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
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 Attorney General to psychiatrically commit dangerous drivers to a civil court, and sharing information sharing...

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.1

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.2 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
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

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