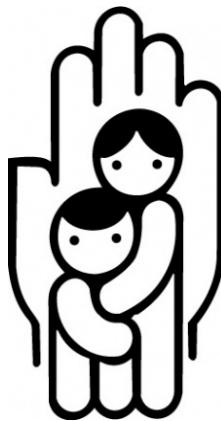




# HELP US PROTECT THE CHILDREN IN YOUR COMMUNITY for May's Global Youth Traffic Safety Month

As families who have lost loved ones in traffic crashes, we know all too well that **SPEEDING KILLS**

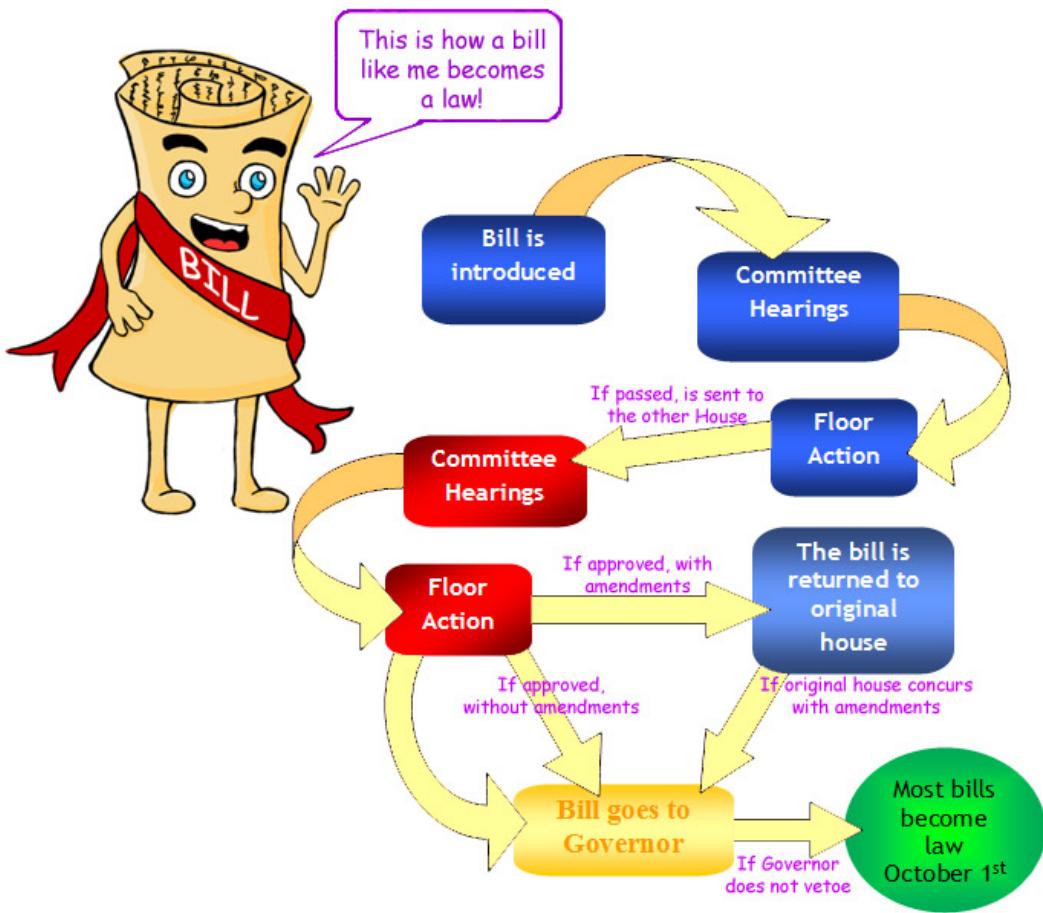


Join our fight to change the culture of reckless driving in NYC

Please join our letter writing & social media campaign demanding that NYC be allowed to expand its school-zone speed safety camera program.

For more information, see [www.everschool.nyc](http://www.everschool.nyc), email [info@familiesforsafestreets.org](mailto:info@familiesforsafestreets.org) or call 646-873-6026.

# We are fighting for a bill to pass the NYS Assembly & Senate Before the Legislative Session Ends in June



**Making change  
only happens  
when people  
stand up and  
demand it!**



# Letter/Message for Change

Nearly every day in NYC someone is killed in a traffic crash and 200 people are injured. Your school may have lost a student in a crash or perhaps you know a friend or neighbor who was killed or injured.

What can we do to make sure this doesn't happen again? We are going to exercise our first amendment right to free speech and demand that our state government protect students going to and from school so that we can help change the culture of reckless driving in NYC.

These are the politicians to whom your letters and messages will be sent:



The Honorable Andrew M. Cuomo  
Governor of New York State

Speaker Carl E. Heastie  
New York State Assembly

Senate Majority Leader John Flanagan  
New York State Senate

**Your Task:** Write a letter, make a video message and share on social media, or send a short note on Twitter to our New York State leaders

## Tips on Contacting to Your Elected Officials

Letters, Twitter messages and Facebook tagged posts, particularly with video message, are an extremely effective way of communicating with your elected officials.

These tips will help increase the effectiveness of your letter/outreach:

**Keep it brief:** Letters should never be longer than one page, and should be limited to one issue. Legislative aides read many letters on many issues in a day, so your letter should be as concise as possible.

**State Who You Are and What You Want Up Front:** In the first paragraph, identify the issue about which you are writing. If your letters pertains to a specific piece of legislation, it helps to identify it by its bill number [A7798-B (Glick) / S6046-B (Peralta)]

**Personalize your letter:** Tell your elected official why this legislation matters in his community or state. If you have one, include a personal story that shows how this issue affects you and your family. Share information on crashes in your community (consider using crashmapper.org to identify the number of crashes near you).

**Personalize your relationship:** Have you ever voted for this elected official? Have you ever contributed time or money to his or her campaign? Are you familiar with her through any business or personal relationship? If so, tell your elected official or his staff person. The closer your legislator feels to you, the more powerful your argument is likely to be.



TRANSPORTATION  
ALTERNATIVES



# SUPPORT

Expand Life-Saving Speed Safety Cameras in NYC  
A7798-B(Glick)/S6046-B(Peralta)

- Speeding remains the **leading cause of injury-related death** for children in New York<sup>1</sup>
- Cameras work: **Speeding violations are down by 63% at existing camera locations**<sup>2</sup>
- However, NYC's existing speed camera program is **limited by State law to 140 school zones**
- Vast majority (85%) of traffic fatalities and serious injuries occur where cameras can't operate

**New York City needs state authorization to expand its successful speed safety program**

## Summary of Legislation

This legislation would allow speed safety cameras to operate in 290 school zones in NYC (up from the current 140) at a quarter mile from each such school, and would extend the program through 2022 (preventing it from expiring in 2018). Additionally, the legislation would prohibit cameras within 300 feet of a highway exit ramp, and would require signage within 300 feet of a school location to alert drivers of upcoming cameras.

## The Problem: Speeding kills

For children in New York, motor vehicles remain the number one cause of injury-related death.<sup>2</sup> Speeding kills more New Yorkers than drunk drivers and drivers on cell phones combined,<sup>3</sup> and all pedestrians are at a heightened risk of traumatic injury and death in speed-related crashes. When struck by a car going 30 mph the average pedestrian is at a 45% risk of being killed. At 40 mph (15 mph over the speed limit) the risk increases to 85%. And starting at 50 mph the risk of death is considered to be 100%.<sup>4</sup> Between 2010 and 2014 more than 16,000 people were killed or severely injured in traffic in NYC – the vast majority unprotected by cameras because of current restrictions.

## The Problem: The existing program is highly restrictive

Currently, the NYC DOT is limited under state law to only operate cameras in 140 school zones on a 1/4-mile stretch on roads next to a school. More than 93% of New York City schools are unprotected, leaving more than 1 million students at risk. Combined with hour and day restrictions, these limitations prevent cameras from operating where 85% of fatalities and serious injuries occur and forces the DOT to ration this life-saving measure.

## The Solution: Speed safety cameras are fair, effective and widely desired

Speeding kills and it remains rampant. Enforcement by police officers alone cannot sufficiently address this epidemic. However, speed safety cameras are fair and highly efficient. **Speeding violations have dropped 63% and pedestrian crash-injuries are down more than 23% at locations with cameras. 81% of vehicle owners ticketed do not receive a second violation.** Unlike tickets issued by police officers, vehicle owners are ticketed just \$50 and only when their vehicle exceeds the speed limit by more than 10 mph. No points are assessed to a driver's record, and cameras only monitor the rear of the speeding vehicle – not the race, age or gender of the driver. **This is why 84% of NYC voters support more speed safety cameras near schools.**<sup>5</sup>

In recognition of the present danger, a broad coalition of schools, parent groups, businesses, medical providers and community organizations have joined in support of this legislation, and together we urge immediate passage.

<sup>1</sup> *Understanding Child Injury Deaths*, NYC Department of Health and Mental Hygiene (Feb. 2014).

<sup>2</sup> NYC Department of Transportation, Press Statement, Office of the Mayor of New York City (Jan. 19, 2016).

<sup>3</sup> New York Crash Summary, NYS Department of Motor Vehicles (*accessed* Jan. 10, 2017).

<sup>4</sup> Peden et al., *World Report on Road Traffic Injury Prevention*, World Health Organization (2004).

<sup>5</sup> NYC Voters Overwhelmingly Back Speed Safety Cameras for #EverySchool, Penn Schoen Berland/Transportation Alternatives (Feb. 8, 2017).

# **LETTER TEMPLATE**

May XX, 2018

YOUR NAME  
ADDRESS

The Honorable Andrew M. Cuomo  
Governor of New York State  
NYS State Capitol Building  
Albany, NY 12224

Dear Governor Cuomo:

We are writing to urge you to make sure New Your City is permitted to expand its school-zone speed safety camera program. [A7798-B (Glick) / S6046-B (Peralta)]

Speeding is the leading cause of traffic fatalities in New York, where more than 4,500 people have died in traffic since 2001 and motor vehicles is the leading cause of injury related death for children.

Speed safety cameras are an effective and fair enforcement tool that saves lives. Speeding violations in New York City have dropped an average of 70% in the locations where speed safety cameras have been installed. Yet, New York City's existing speed camera program is limited by State law to 140 schools leaving more than 1 million school children unprotected.

**ADD ANY PERSONAL EXPERIENCE YOU HAVE WITH TRAFFIC CRASHES OR INFORMATION ABOUT CRASHES IN YOUR COMMUNITY**

We hope we can count on you to protect my friends, family and community.

Sincerely,

YOUR NAME

**PLEASE ALSO SEND TO:**

Speaker Carl E. Heastie (Assembly Speaker)  
New York State Assembly  
LOB 932  
Albany, NY 12248  
518-455-3791  
Fax: 518-455-4812

Dear Speaker Heastie:

Senator John J. Flanagan  
Senate Majority Leader  
New York State Senate  
Room 330, State Capitol Building  
Albany , NY 12247

Dear Senate Majority Leader Flanagan:

## **SOCIAL MEDIA MESSAGES**

Facebook, Twitter and Instagram have become invaluable tools for making change. Here are some ways you can contact Governor Cuomo, Speaker Heastie and Senate Majority Leader Flanagan on social media:

### **1. Create a Video Message**

Record yourself on a smart phone.

Press for passage of the speed safety camera bill using language from the letter template or the information on the bill.

Make sure to share your story.

### **2. Create a Twitter Message**

In under 280 characters, urge passage of the bill. Be creative. Make sure to tag the leaders in your tweets. Include #everyschool.

### **3. Send Messages to Key Decision Makers**

#### **Twitter**

@NYGovCuomo  
@LeaderFlanagan  
@CarlHeastie

#### **Instagram**

@nygovcuomo

#### **Facebook**

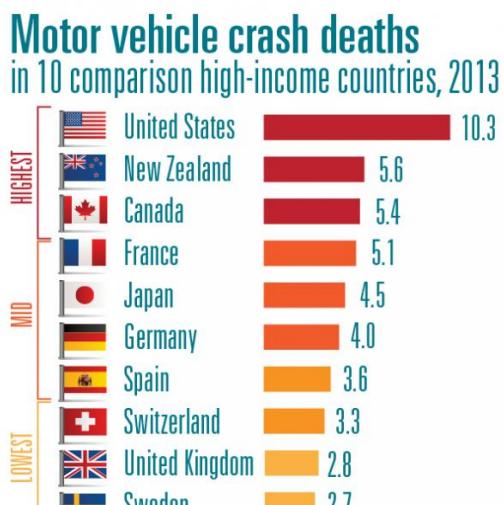
Governor Andrew Cuomo (<https://www.facebook.com/GovernorAndrewCuomo/>)  
Carl E. Heastie (<https://www.facebook.com/carl.heastie>)  
John Flanagan (<https://www.facebook.com/sen.john.flanagan>)

## Traffic Violence is a Preventable Public Health Crisis

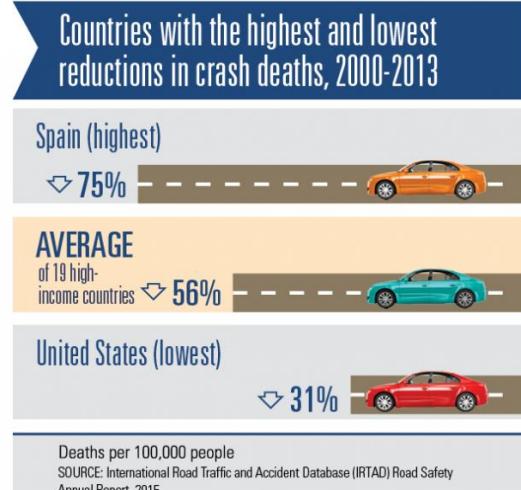
According to the World Health Organization, the U.S. ranks 41 out of 52 high-income nations. We are at the bottom of the list when we should be leading the way.

We are now “the most dangerous of wealthy nations for a child to be born into,” based in part on the elevated risk of children dying in vehicle-related crashes.

### Road traffic deaths in the US and other high-income countries.



Deaths per 100,000 people  
SOURCE: WHO Global Status Report on Road Safety, 2015.



As a country, people are starting to recognize another common killer – gun violence – as an epidemic we can prevent. Yet more people are killed in car crashes than by guns. It is a silent epidemic that we can and we must do something about.

