Advocating for Safe Speeds

Sam Balto
Physical Education teacher & Safe Routes to School Champion
Twitter: @CoachBalto
Step 1: Admit You Have a Problem
Step 2: Identify the Specifics of the Problem
Step 3: Find allies
Allies Within my Community

- Students, parents & staff
- Neighbors & neighborhood associations
- Advocacy groups
- Community organizations
- City leaders
- Local police department
- Local universities
- Health organizations
Step 4: Advocate
Tools for Advocating

**Knowledge:**
- Streetmix
- Streetfilms
- Jeff Speck - Walkable City

**Proofs:**
- Why speed matters?
- E-Scooter regulations

**Techniques:**
- Radar gun/data
- Tactical Urbanism
- Twitter
Knowledge: is power

streetmix.net

Streetfilms
Proofs: Why speed matters?

Portland Bureau of Transportation

Small changes in speed have big impacts

As people travel faster, the risk of death or serious injury rises dramatically. Portland’s Vision Zero Action Plan and the diagram below show that a person walking struck by a person driving 40 mph is eight times more likely to die than one struck by a person driving at 20 mph.

DEATH DUE TO SPEED

Boston Transportation Department

Likelihood of fatal or severe injury for pedestrians struck by drivers traveling at these speeds.

This new law is just one aspect of Mayor Walsh’s Vision Zero Action Plan to end traffic deaths and serious injuries. The plan sets out a robust platform of policies, street design, and education to reduce traffic fatalities in Boston. You can learn more about Vision Zero by visiting visionzeroboston.org.
All new UK cars to have speed limiters by 2022 under EU plans

Road safety measure part of package of reforms likely to be adopted despite Brexit

▲ Speed-liming devices and automatic emergency braking will be mandatory if the proposal is ratified. Photograph: David J Green/Alamy
Techniques: Speed gun
Sam Balto @CoachBalto – 18 Oct 2017
Speeding at Ellis Elementary today in #Roxbury. What can a school do to help address this? #safetyfirst #SafeRoutesToSchool #VisionZero

Sam Balto
@CoachBalto

Copeland St traffic study w/ n’hood kids. Line plot graphing the speeds. #CivicEngagement #VisionZeroNow #Roxbury Thank you @WalkBoston

11:38 AM - 23 Sep 2017 from Roxbury, Boston
6 Retweets 26 Likes
1 Dante Ramos, Steve Annear, WalkBoston and 7 others
Step 5: Be Creative, Persistent & Visible
#PutABradyOnIt

Boston Globe
Associated Press
ESPN Radio
Sports Illustrated
Daily Mail (UK)
Salud America!

Teacher uses Tom Brady cutouts to get cars to slow down in school zone

A teacher in Roxbury put cutouts of Tom Brady's head on crosswalk signs outside of the Ellis Elementary School so drivers would slow down.

By Steve Annear
GLOBE STAFF DECEMBER 06, 2017

On the field, Tom Brady can do it all.
But on Boston's streets, can he help slow down speedy drivers?
‘Simple but Empowering’: Cyclists Place Red Cups Along Bike Lanes to Show How Vulnerable They Are

The #RedCupProject calls attention to unsafe conditions for cycling.

BY DAVID COLOM | APRIL 26, 2019

Cycling advocates around the country on Friday placed red plastic cups along bike lanes to show how unsafe the lanes actually are.

Many cups were crushed within minutes, demonstrating the need for protected bike lanes.
5 Steps to Advocating for Safe Speeds

1) Admit you have a problem
2) Identify the specifics of the problem
3) Find allies
4) Advocate
5) Be creative, persistent & visible

+) Keep a list & celebrate all successes!!!!
Thank you!!!