



# SAFE FLEETS CHALLENGE:

Speeding is Deadly

**Amy Cohen**, FSS Co-Founder



April 11, 2023

# AGENDA

1. FSS Overview
2. The Speed Crisis
3. NYC ISA Pilot
4. FSS Support Services

# FAMILIES FOR SAFE STREETS



Photo: Scott P.

# WHO ARE WE?



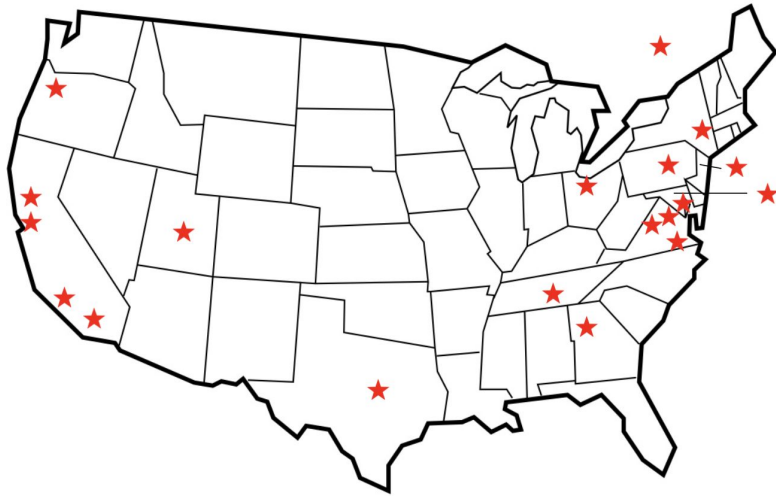
## MISSION:

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

## OVERVIEW

History:            Founded 2014  
Members:           All personally impacted  
Area:                 Started in NYC with chapters now across the US

# 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

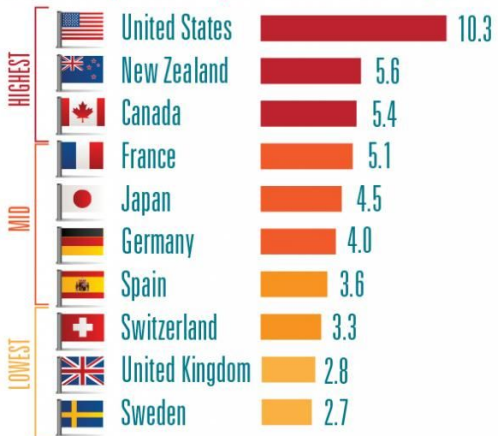


# SAMMY



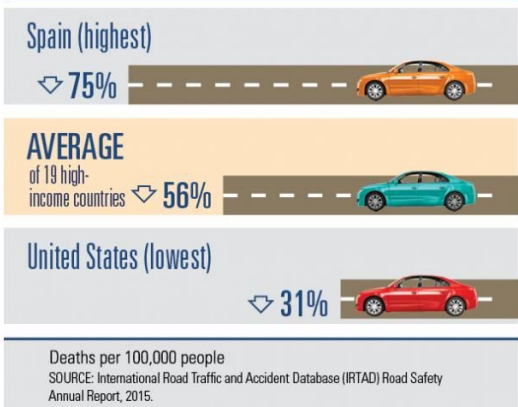
# Road traffic deaths in the US and other high-income countries.

## Motor vehicle crash deaths in 10 comparison high-income countries, 2013



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

## Countries with the highest and lowest reductions in crash deaths, 2000-2013



Deaths per 100,000 people  
SOURCE: International Road Traffic and Accident Database (IRTAD) Road Safety Annual Report, 2015.



[www.cdc.gov/vitalsigns/motor-vehicle-safety](http://www.cdc.gov/vitalsigns/motor-vehicle-safety)



TRAFFIC CRASHES ARE PREVENTABLE



CRASH  
~~ACCIDENT~~

[crashnotaccident.com](http://crashnotaccident.com)



# RAISE YOUR HAND

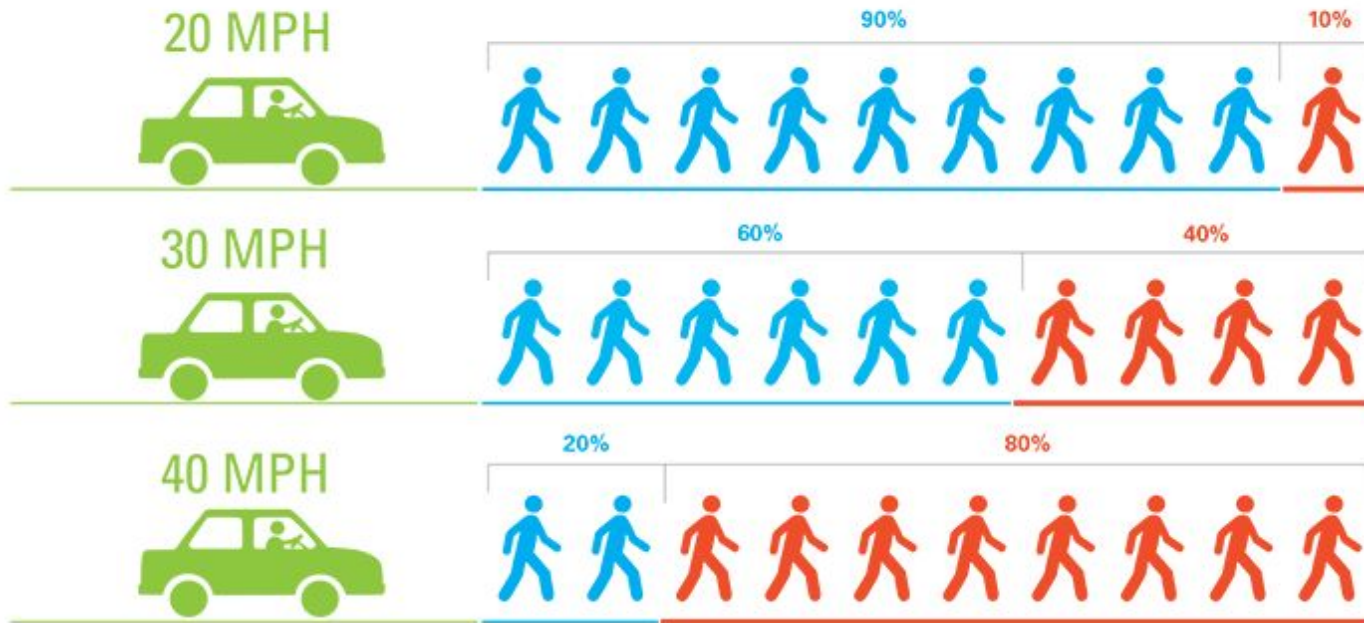


# SPEED KILLS

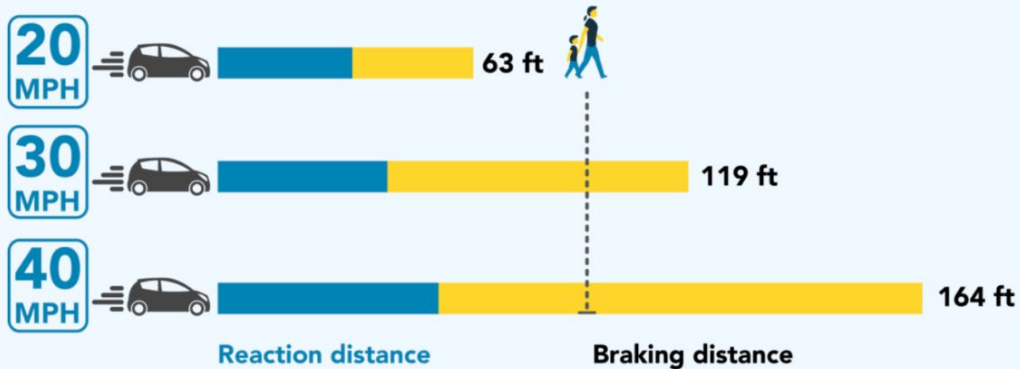
● If hit by a person driving at:

● Person Survives the Collision

● Results in a Fatality



# SPEED KILLS



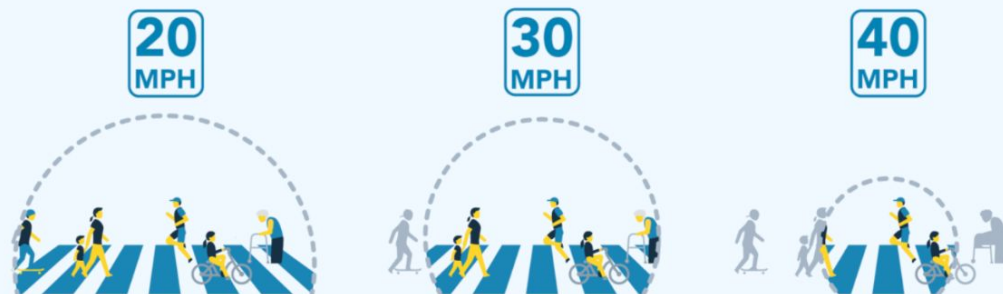
Higher speeds increase a driver's reaction time & braking distance

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

# SPEED KILLS

## 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.





# THE COST OF HIGH SPEEDS

- In 2020, a total of 11,258 deaths, or 29% of all motor vehicle fatalities, occurred in speed-related crashes.
- Speeding — defined as exceeding the speed limit, driving too fast for conditions or racing — was involved in 10% of property-damage-only crashes and 13% of crashes with injuries or fatalities in 2020.
- NHTSA estimates that the economic cost of speed-related crashes was about \$46 billion in 2019
- Drivers exceed posted speed limits on different kinds of roads. A national survey found that on interstates and other freeways, 20% of free-flow traffic in 2015 exceeded posted speed limits by 10 mph or more. The percentages were similar on major arterials and on minor arterials and collectors (18 % and 19%, respectively).
- In a 2020 national telephone survey conducted by the AAA Foundation for Traffic Safety, 45% of drivers said they had exceeded the speed limit by 15 mph on a freeway in the past month, and 35% reported exceeding the speed limit by 10 mph on a residential street.

# Intelligent speed assistance: how it works



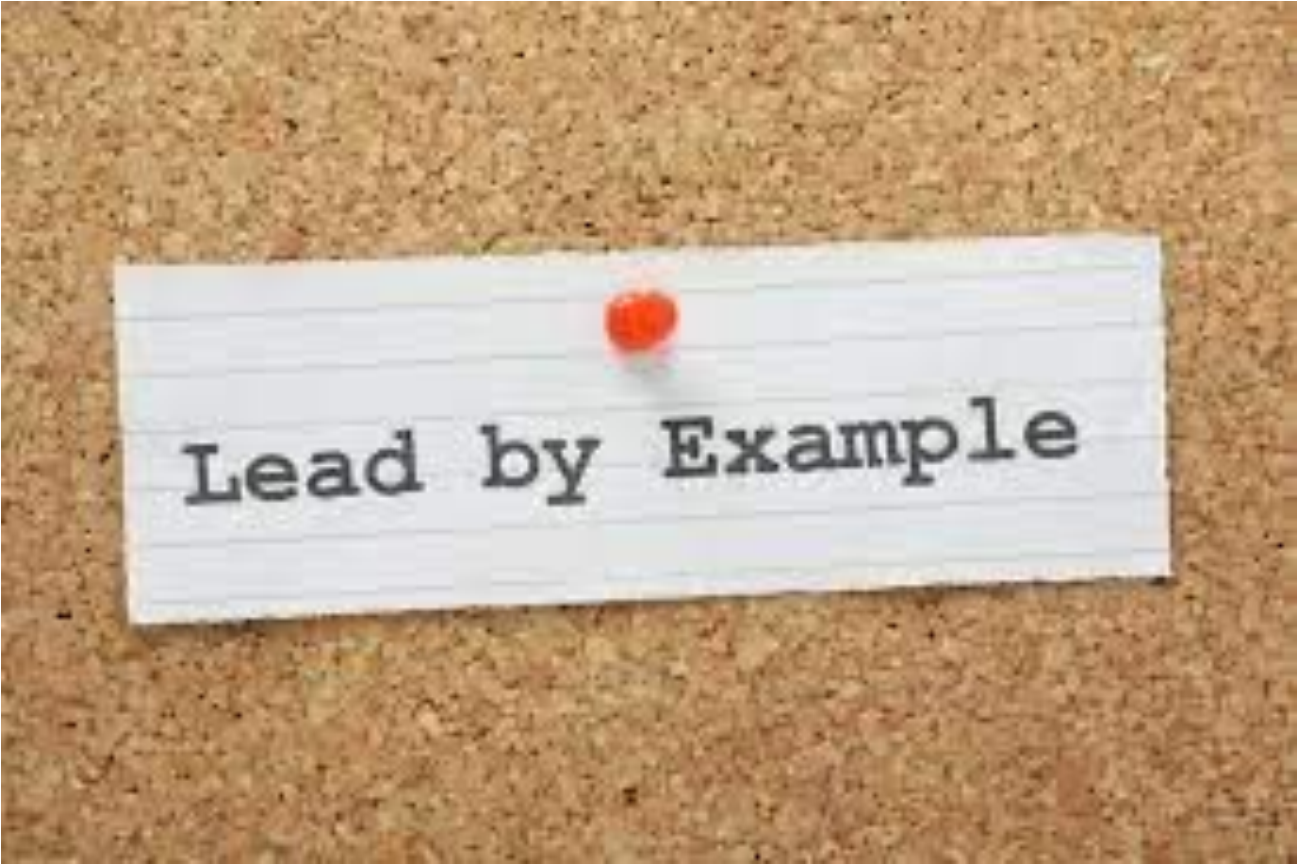
On-board software logs position of car using GPS data and digital map

'Sign recognition camera' also logs speed limit

If car is above speed limit, warning sounds and vehicle slows down automatically

(Drivers can override system by pushing accelerator)

PA



Lead by Example

## New York speed limit pilot reduces unsafe driving

23 January 2023

by Christopher Carey

A New York City pilot programme testing intelligent speed assistance (ISA) technology on 50 city fleet vehicles has resulted in near-universal compliance with local speed laws to date, the city has announced.

**During that time, hard-braking events were reduced by 36% and vehicles complied with local speed limits 99% of the time, with the 1% representing the time between the initial acceleration and the time it takes for the ISA to reduce the speed.**

### **New York Speed Limiting Pilot Shows Promising Results**

City vehicles equipped with speed limiting technology showed nearly complete compliance with speed limit laws and a significant reduction in hard-braking events.

🕒 1 Minute Read

January 19, 2023, 5:00 AM PST





# JOIN THE SAFE FLEET CHALLENGE!

# FSS SUPPORT SERVICES

<p><b>January 9, 2019</b> <b>Therapeutic Writing</b></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><b>February 6, 2019</b> <b>Creating Meaning After Loss</b></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><b>March 6, 2019</b> <b>Activism As A Way Of Healing</b></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><b>April 3, 2019</b> <b>Post Crash Body and Mind</b></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><b>June 5, 2019</b> <b>Wellness Retreat Night</b></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><b>July 10, 2019</b> <b>Drumming Through Trauma</b></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><b>August 7, 2019</b> <b>Picnic In The Park</b></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><b>September 9, 2019</b> <b>Nature and Mindfulness</b></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



# FSS PEER SUPPORT PRINCIPLES

## HOPE

Inspire and provide avenues to be hopeful.

## OPPORTUNITY

Facilitate the opportunity to make meaningful life choices and find a path forward.

## LISTENING

Actively listen to members so that they feel heard.

## SUPPORT

Promote mutual support for each individual's grief and healing journey.



# Contact Information



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