Zero Traffic Deaths Resolution

Call-in Week: November 15 - 21, 2021

Phone Script:
Requesting support from Members of Congress for Zero Traffic Deaths

Note that these offices are very used to getting calls like this. Think about this as flexing your muscles as a concerned citizen. Also, it’s OK to leave a voicemail if no one picks up. Otherwise, you’re likely to talk with an office aide, who will take notes and pass along the information. Both are important ways to share your message!

Hi, my name is __________ and I live in ______________. (If this is in the Rep’s district or state, be very clear about that) because your voice will matter more to her/him. If you are representing an organization, mention that.

I’m calling to encourage Senator/or Representative _____________ to sign on as a co-sponsor of the bipartisan, bicameral Zero Traffic Deaths Resolution in Congress. The bill number is: {If talking w/ a Senator} Senate Resolution 321. {If talking w/ a member of the House of Representatives} House Resolution 565).

This is important and urgent because traffic deaths are tragically and dramatically rising. Every day in the U.S., an average of 117 people die in preventable traffic crashes. Traffic crashes are the leading cause of youth. But it doesn’t have to be this way — research and experiences in other countries show that we can prevent these losses by prioritizing safety in our transportation system. That’s why I’m supporting the growing nationwide call for Vision Zero — or zero traffic deaths.

{If you have a personal story you can share, please do. This is also a time to mention any local, relevant happenings -- perhaps recent, high-profile news or media coverage.}

This Sunday, November 21st is World Day of Remembrance for Road Traffic Victims, when concerned people like me will be speaking up across the nation and around the world to prioritize safety in our transportation policies.
If speaking to a staffer (and not leaving a message): May I send you an email with more background and contact information to signal your support? {If yes, ask for the legislative staffer who works on transportation so that you can share the materials.} We would also be happy to meet with the Senator or someone from his legislative staff who works on transportation if that would be useful. {Note that meetings are not essential to getting them to sign on but if they seem interested, you can offer and we will then help you prepare and take care of everything else!}

Thank you for your time.

{Please send the follow-up email message below ASAP}

Sample Email:

I’m writing [if applicable add: as a constituent and someone who has lost a family member in a traffic crash] to encourage Senator/or Representative _____________ to sign on as a co-sponsor of the bipartisan, bicameral Zero Traffic Deaths Resolution in Congress (Senate Resolution 321 (https://www.congress.gov/bill/117th-congress/senate-resolution/321?s=2&r=51)/ House Resolution 565 (https://www.congress.gov/bill/117th-congress/house-resolution/565?s=3&r=28)). {List which one is appropriate depending on whether you are writing to a Senator or Congress Member}.

If you spoke with someone already: I spoke with NAME/someone from your office suggested who I follow-up with you.

This is important and urgent because traffic deaths are tragically and dramatically rising. In fact, the U.S. Department of Transportation recently released troubling news that the first six months of 2021 have been the largest increase in traffic deaths ever recorded. That’s more than 42,000 losses each year — each one a family member, friend, co-worker, or neighbor to so many people left grieving.

But it doesn’t have to be this way — research and experiences in other countries show that we can prevent these losses by prioritizing safety in our transportation system (https://visionzeronetwork.org/national-briefing-how-to-achieve-zero-traffic-deaths/). That’s why I’m supporting the growing nationwide call for Vision Zero — or zero traffic deaths.
November 21st is World Day of Remembrance for Road Traffic Victims, when concerned people like me will be speaking up across the nation and around the world to prioritize safety in our transportation policies (https://visionzeronetwork.org/media-advisory-save-the-date-wdor-2021/).

We are counting on Senator/ Representative ____________’s support of this important safety effort. We would be happy to answer any questions or be available to talk to discuss, if you’d like.

We also hope you add your voice to the urgent call for change to address the heartbreaking cost of traffic crashes on #WDoR2021 and the days leading up to it. See a sample social media message you can share below as well as this sample newsletter/e-news you can include in your e-news (https://docs.google.com/document/d/1k6U7QT95PzZiqb2fm6me9sdplXTxdkL3npd1Srn80/edit).

We hope to hear back from you soon.

Thanks so much,
Name
Address (if you are a constituent)
Organization and title if applicable

Attach Sample Social or give a link to one picture (more here)

More than 40,000 people died on our roads in 2020. We remember them on Nov 21 for #WDoR2021 & stand up for #ZeroTrafficDeaths
Pls give them a week to respond. If no response, please email them back to check in and ask for a response. If still no response, please continue to email & call 1-2 times/week.

Social media suggestions:

#1 To send soon after you’ve both called & emailed…

Just requested support for #ZeroTrafficDeaths from my rep. (add their official twitter handle) in add your state or district or city. With #WDoR2021 on 11/21/21 & largest increase in traffic deaths in 1st half of this year, we need action now from Congress @POTUS @USDOT. Learn more: https://visionzeronetwork.org/resolution-for-zero-traffic-deaths-your-help-needed/

Pls tag @visionzeronet @Fam4SafeStreets @RoadToZeroUS

#2 If no response after 1 week, after you’ve called & emailed

Waiting to hear back from my rep. (add their official twitter handle) in add your state or district or city on our request to support #ZeroTrafficDeaths in Congress. #WDoR2021 is 11/21/21 & preventable traffic deaths are increasing. Pls support & act now. https://visionzeronetwork.org/resolution-for-zero-traffic-deaths-your-help-needed/

Pls tag @visionzeronet @Fam4SafeStreets @RoadToZeroUS