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Actions Planned in 50+ Cities, Demanding Action to Roadway Safety Crisis

**Sunday, November 20, 2022: *World Day of Remembrance for Road Traffic Victims*
Advocates Press Leaders to Implement Proven, Vision Zero Strategies**

*NATIONWIDE (NOVEMBER 16, 2022) — On November 20, 2022 – [World Day of Remembrance for Road Traffic Victims](#) – community members in more than 50 U.S. cities will memorialize the record-number of people killed in roadway crashes *and* demand action to stem the safety crisis.*

As U.S. roadway deaths reach a 14-year-high – and crashes killing people walking rose to a shocking 40-year record – the demand for change is also reaching new heights. From Winston-Salem, NC to Watsonville, CA, from Boise, ID to Brevard County, FL, and Provo, UT to Pittsburgh, PA, local advocates, crash victims and people who have lost loved ones to traffic violence are galvanizing for change across the nation, joining an [international movement](#).

See a [list and details](#) about U.S. communities mobilizing for World Day of Remembrance for Road Traffic Victims.

“We all know someone severely injured or even killed in a traffic crash,” said Leah Shahum, executive director of [Vision Zero Network](#), a national nonprofit promoting safe mobility for all. “Now, more of us recognize that these are not just tragic, unrelated ‘accidents,’ but rather predictable events that can, largely, be prevented by redesigning our roadways, lowering speeds, making more space for people walking and biking, and modernizing safety features in vehicles.”

Analysis shows that the tools & strategies exist today to improve safety and move significantly toward the goal of Vision Zero (see [Vision Zero is Possible](#)).

Advocates are calling for government and industry leaders to step up their efforts to implement **proven roadway safety strategies** that have gone largely unheeded, including the following:

1. **Designing roads and setting policies for Safety over Speed.** Speed is the top indicator of whether a crash will result in severe injuries or fatalities. A reduction of 1mph in operating speed can result in a 17% decrease in fatal crashes. This is possible by redesigning roadways, lowering speed limits, and leveraging safety technology ([more info](#)).
2. **Ensuring Complete Streets** serve all road users. This includes safe access for people walking, biking, driving, and riding transit, and especially focusing on those communities disproportionately endangered by unsafe systems, including kids and seniors, people of color, and people living in low-income neighborhoods ([more info here](#) and [here](#)).
3. **Updating vehicle design standards** to match stronger safety standards elsewhere in the world, with a focus on adding features to protect people outside of vehicles, such as those walking and bicycling ([background](#)).

Advocates point to the staggering statistics, which show the need for urgent action, including:

- In 2021, 42,915 people lost their lives in the U.S. in roadway crashes – the [highest number of roadway deaths in 16 years](#).
- This represents a 10.5% jump from 2020 and is the largest annual percentage increase in the history of the U.S. Fatality Analysis Reporting System, started in 1975.
- Drivers struck and killed 7,485 people on foot in 2021 in the U.S. – the [most pedestrian deaths in a single year in four decades](#) and a 12% increase from the previous year.
- The U.S. ranks 47th out of 54 in traffic fatality rates among high-income nations, according to the [World Health Organization](#) (2019).

These statistics do not hint at the immeasurable loss that accompanies every fatal crash for those left grieving. A record number of these friends and family members are taking action on World Day of Remembrance, including the following:

“Until my family was affected, I never knew traffic crashes were preventable,” said Lori Markowitz, whose 27-year-old son Josh was hit and killed in Los Angeles in 2021. She is [organizing an action](#) on World Day of Remembrance at the intersection where Josh was killed, which is known for being dangerous but has still not been fixed. *“It never occurred to me that we have the tools to reduce this problem. It will take political courage to make the kinds of changes that are needed. And it will take compassion from the public. But the price of our inaction is unbearable.”*

“For me and others who have lost loved ones, World Day of Remembrance is a chance to gather together as we remember our family members who were killed or seriously injured and demand action in their names,” said Amy Cohen, co-founder of [Families for Safe Streets](#) in

NYC, which is organizing a memorial vigil and ribbon cutting on the nation's first memorial tree grove and calling on the New York State Legislature to approve a package of bills focused on safe speeds, safe vehicles, safe roads, and support for those personally impacted. *"This is a preventable crisis, and we need our City, State and Federal leaders to put in place proven solutions to save lives."*

"Crashes like the one that killed Paul aren't just unfortunate 'accidents,' the way they're commonly framed," says Joe Martinez, of Fresno, CA, whose only son was hit and killed by a driver while he was walking in 2013. *"We know that with the right policies and with political will, they can be prevented."* Martinez is leading Fresno's first-ever World Day of Remembrance memorial and calling on City leaders to adopt and advance Vision Zero: the goal of safe mobility for all.

"It is so inspiring to see crash victims and their family members not only remember the toll this crisis takes on our communities, but also to see people channeling grief into action by demanding change to make their communities safe," said Triny Willerton, who was hit and severely injured while bicycling in 2018 and founded [It Could Be Me](#). Willerton is organizing a memorial walk in Boulder, CO on November 19th and calling for changes to Colorado law to allow for use of safety cameras and redesigned roadways to deter dangerous speeds.

The 50+ communities in nearly 30 states which are leading activities for World Day of Remembrance far exceeds past years. Their efforts are supported by [Vision Zero Network](#), [Families for Safe Streets](#), [It Could be Me](#), and [Road to Zero Coalition](#).

Learn more about U.S. activities for World Day of Remembrance for Road Traffic Victims and calls for change [here](#) and [here](#). Learn about past events and see images from [2021](#) and [2020](#).

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