



HOW TO CURB PEDESTRIAN FATALITIES- UNDERSTANDING SPEED SAFETY SYSTEMS

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League of CA Cities

Public Works Officers Institute Conference 2025



Damian Kevitt
Founder, Streets Are For Everyone

In 2013, I became a victim of a severe crash, lost my right leg and turned my experience into advocacy for road safety.

Mission: Streets Are For Everyone (known as SAFE) is dedicated to eliminating traffic fatalities through education, advocacy, and policy changes.



MEET OUR PANELISTS



Will Barnow

Vice President of Strategic
Relationships
Verra Mobility



Derek Smith

Founding and Managing Member
Marinship Development LLC



Juan Matute

Deputy Director
**UCLA Institute of Transportation
Studies**

SESSION OVERVIEW

- Understanding speed safety systems
- Key takeaways from Assembly Bill 645 (Friedman) -- Vehicles: speed safety system pilot program
- Real-world impacts and equity considerations



THE PEDESTRIAN FATALITY CRISIS BY THE NUMBERS

- Pedestrian fatalities at a 41-year high in the U.S.
- Speeding contributes to 30% of all traffic deaths
- \$46 billion annual economic cost of speeding-related crashes



**Source: U.S. Department of Transportation*

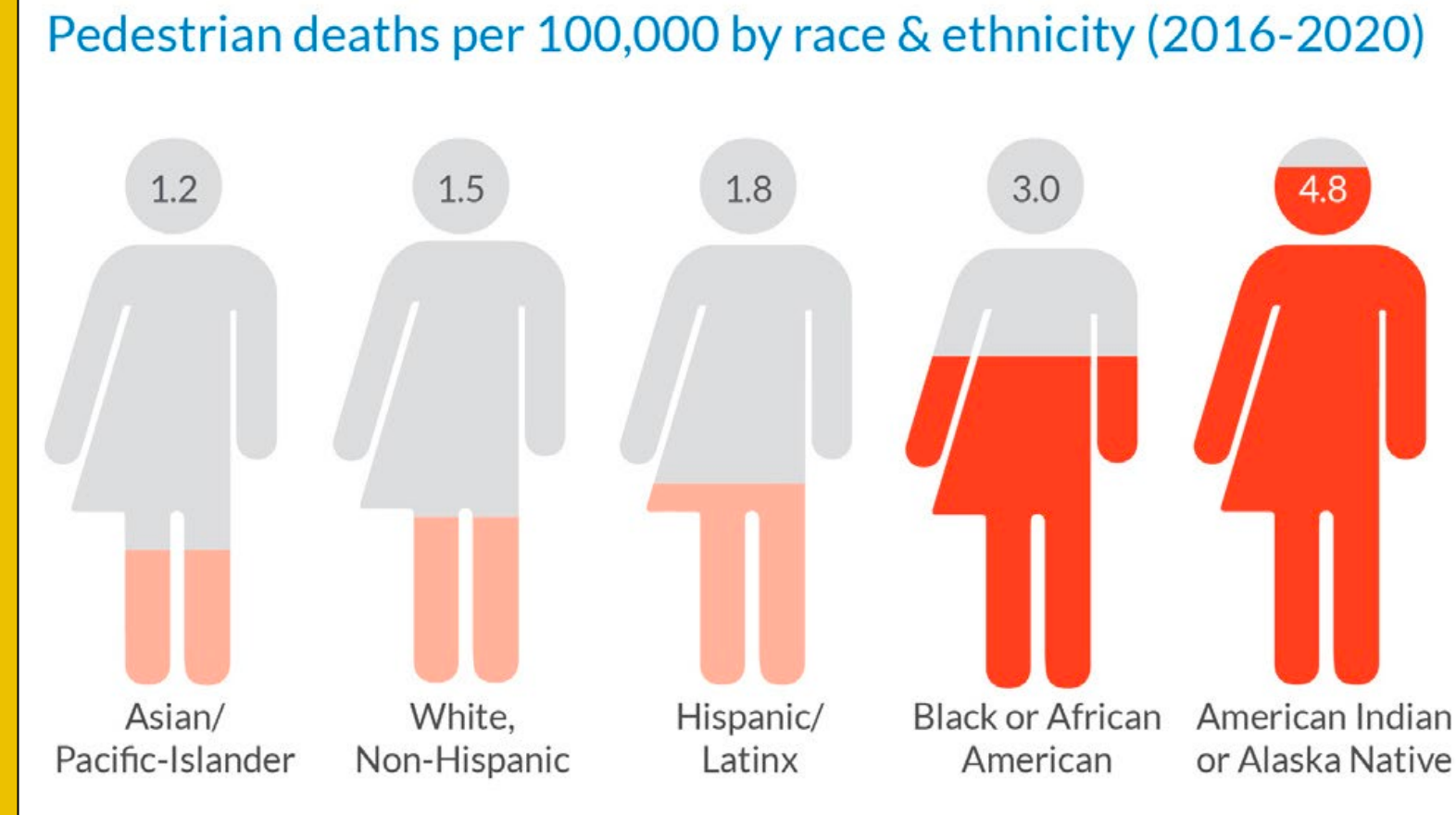
CALIFORNIA'S ROAD SAFETY PROBLEM

Statewide Impact:

- 35% of all California road fatalities involve speeding
- 1,500+ deaths in 2021 due to excessive speed

Disproportionate Impact on Minorities:

- Black pedestrians: 62% more likely to die in crashes
- Latino pedestrians: 31% more likely



**Source: Smart Growth America, Dangerous by Design 2022*

SAFE
Streets Are For Everyone

WHAT IS AB 645?

- Signed into law in October 2023
- Five-year pilot program in seven major California cities
- Allows installation of a set number of systems depending on the city population

Pilot Cities for AB 645: Los Angeles, Glendale,
Long Beach, San Francisco, Oakland, San Jose,
and Malibu



HOW AB 645 WORKS



30-day public education period before activation



60-day warning period for violators before fines start



Limited to high-injury networks, school zones, street racing corridors

ENFORCEMENT & PENALTIES



Issued for speeds 11 mph+ over
the posted limit



Fines range from \$50 to \$500



Civil infraction for the registered
vehicle owner, not a moving violation

USED FOR ROAD SAFETY



Requires warning signs to be posted well in advance of the cameras



1st ticket in a municipality is always a warning



Any profit can only be used for traffic calming measures

ROBUST PRIVACY PROVISIONS



Data security and encryption requirements



No facial recognition, photo of license plate only



Visual and location information is removed after 60 days



Tickets can only be issued by the DOT or Public Works Dept.



SUCCESS STORIES FROM OTHER CITIES

- NYC: 94% reduction in speed at camera sites
- Philadelphia: 36% reduction in fatal crashes and 50% reduction in pedestrian-involved crashes
- D.C.: 70% reduction in speeding-related crashes

Manhattan
First and Second Avenues

BEFORE



Traffic Signals

Synchronize traffic signals to slower, safer speeds to discourage speeding

Bus Lane

Dedicate lane for buses

Crosswalks

Add crosswalks where pedestrians want to cross

Lane Designation

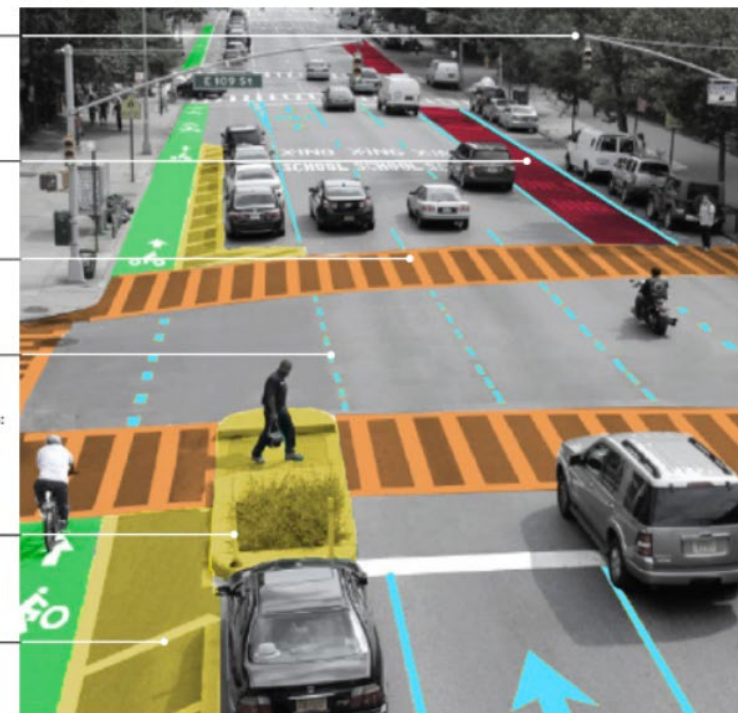
Clarify who belongs where; Use appropriate lane widths: 10 feet wide in urban areas, with 11-foot lanes (one per direction) on bus and truck routes

Pedestrian Safety Islands

Shorten the crossing distance

Parking Protected / Buffered Bicyclist Lane

Provide greater separation between users reducing conflict



AFTER

Where the DOT has made changes, fatalities are down 34%.

SITE SELECTION

Where cameras will be placed:



High-Injury networks



School zones



Street racing corridors



EXPECTED OUTCOMES

1. Reduce speeding incidents by 50%
2. Lower pedestrian fatalities in pilot cities
3. Potential savings in medical costs, emergency response, and road safety improvements



QUESTIONS?

THANK YOU!

WEBSITE

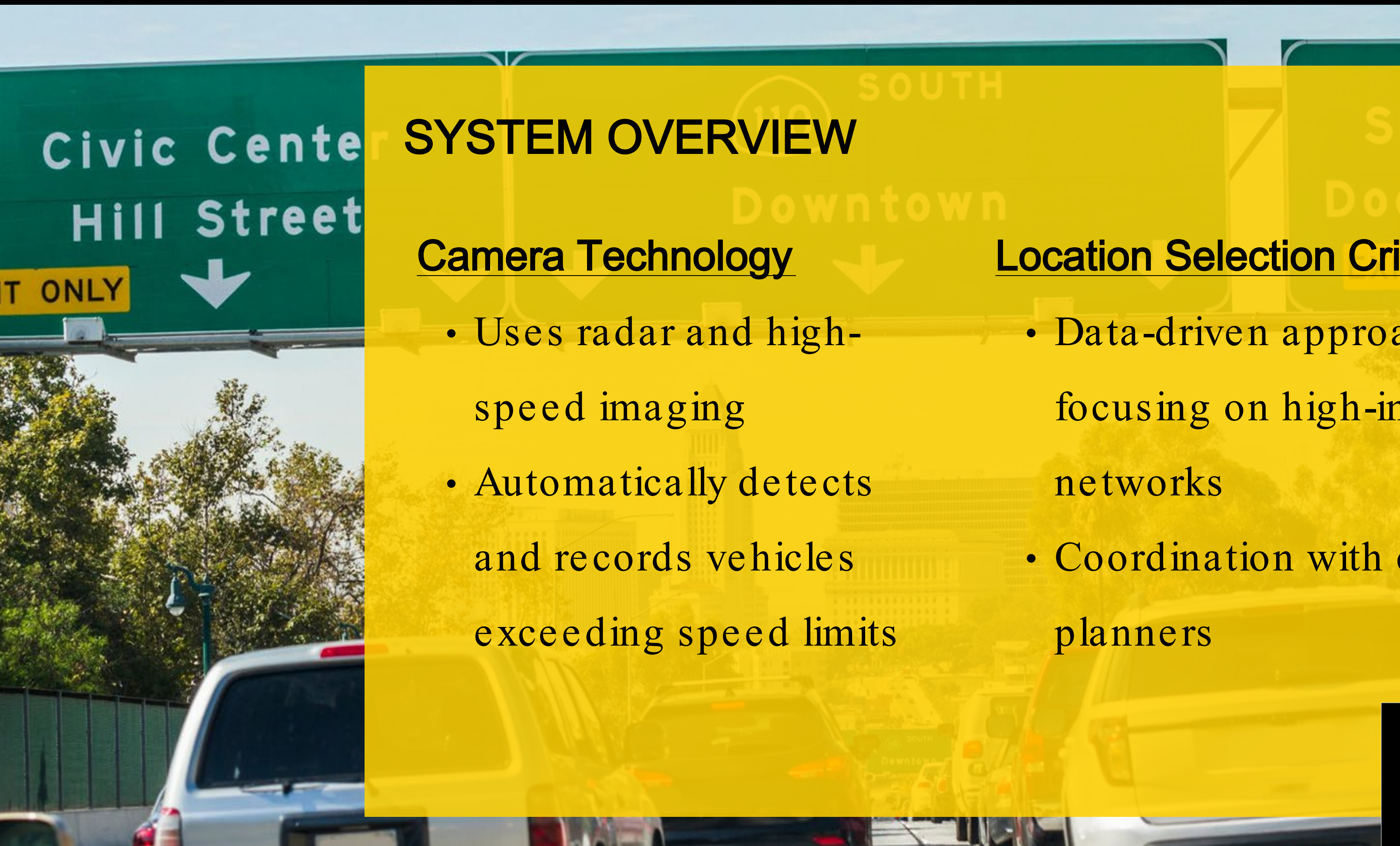
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SYSTEM OVERVIEW

Camera Technology

- Uses radar and high-speed imaging
- Automatically detects and records vehicles exceeding speed limits

Location Selection Criteria

- Data-driven approach focusing on high-injury networks
- Coordination with city planners

DATA MANAGEMENT



Collection Processes

- Captures license plates, not driver faces
- Only captures violations above the threshold



Privacy Protections

- Data encrypted and stored securely
- Strict regulations on access and usage



Retention Periods

- Images automatically deleted after citation issuance
- No long-term storage for non-violators