



# MEDIA ADVISORY



## For Immediate Release

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## **#inourshoes: A Memorial & Call to Action to Honor 500+ People Killed on L.A. Streets Since the Launch of Vision Zero in Los Angeles**

**Who:** The founders of Southern California Families for Safe Streets, all of whom lost loved ones in traffic crashes or suffered their own traffic-related injury, will join the Los Angeles Vision Zero Alliance, a citywide coalition of community-based and advocacy organizations committed to safe streets in Los Angeles. The coalition is led by the advocacy organization Los Angeles Walks.

**What:** A visually compelling and interactive memorial to the more than 500 people who have died on Los Angeles streets since August 2015, when the City launched Vision Zero, the initiative to eliminate traffic fatalities and severe injuries in L.A. by 2025. The event will urge Mayor Garcetti and City Council members to re-commit to Vision Zero, and to use all of the tools available to create safer streets in Los Angeles, where every 7 hours a family is devastated by a traffic-related death or severe injury. The event, called #inourshoes, will ask participants to consider what life is like for families shattered by preventable traffic deaths. These families will be on site at the memorial to encourage participants to sign a safe streets pledge, and to urge elected officials to do all they can to stop preventable traffic deaths.

**When:** Friday, November 17, 2017, 12pm - 5pm, closing ceremony at 5pm

**Where:** Los Angeles City Hall west steps, on Spring Street between Temple St. and 1st St., in Downtown Los Angeles

**Why:** Every year, thousands of people are traumatically impacted by severe and fatal traffic crashes in Los Angeles, where collisions are the number 1 cause of death of children. In August 2015, the City of Los Angeles launched Vision Zero, a program that would implement changes to street design, education, and enforcement in order to reduce and eventually eliminate traffic deaths in L.A.

Since then, though, fatal traffic collisions have increased by 30 percent in Los Angeles. While the City implements “light touch” safety measures, more than 500 people have died on L.A. streets. This includes an 11 year-old girl killed on November 10th while standing with her family at a Boyles Heights taco stand and a father of three killed while crossing a South L.A. street on November 11th.

The time has come for street safety projects that meaningfully address this public health epidemic. Mayor Garcetti and City Councilmembers must unapologetically support evidence-based projects that reduce severe collisions and save lives. Southern California Families for Safe Streets and the LA Vision Zero Alliance urge our elected officials to have the courage and conviction to do so.

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