**Driving change to end the roadway crisis in California**

*Let’s work together to Go Safely*

By xxx

We are experiencing a crisis on our roadways. Traffic crashes account for nearly 10 percent of all deaths in California. According to the National Highway Traffic Safety Administration, nearly 43,000 people died nationwide in 2021. That's almost 12 people per day in California. This estimate is the highest number of lives lost in nearly two decades.

A disproportionate number of those deaths involved pedestrians. People who walked out the door and did not return home. Children. Mothers. Daughters. Fathers. Siblings. Friends. A daily activity should not be a life-or-death situation.

This public safety crisis also has taken a disproportionate toll on Californians of color and low-income communities often affected by poor infrastructure and historically inequitable transportation decisions.

According to data from the U.S. Census Bureau and National Highway Traffic Safety Administration (NHTSA), Black pedestrians have a 65% higher fatality rate than white pedestrians. At the same time, people in communities with household incomes of less than $50,000 a year were nearly twice as likely to be struck and killed by a vehicle than people in locations with incomes greater than $50,000.

These are challenging times in transportation safety. Roadway deaths deserve more attention. We must create safer streets for all Californians - regardless of race, ethnicity, income, age or ability. Whether you bike, walk or drive, everyone should be able to travel to their destinations safely.

[The California Office of Traffic Safety and its traffic safety partners] [As a traffic safety partner, we] are dedicated to reaching zero deaths on our roads—the only acceptable number. We support the Go Safely Movement: A statewide call to action that aims to establish a strong safety culture by empowering communities to be more engaged in traffic safety and making their streets safer.

The Go Safely Movement will strengthen connections with communities, provide access to resources and promote traffic safety across transportation systems.

But we can only solve the roadway crisis with your help. We need your support for safer streets. You can make a difference. [Join the Go Safely Movement and take the Community Call to Action Survey](https://gosafelyca.org/thegosafelymovement/). Let us know what issues you are experiencing in your everyday travels.

Californians can adopt a safety culture that benefits all who use our roads. Let's work together to save lives, reach zero and end the roadway crisis.