Pedestrian, Bicyclist, and Road Safety

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# WELCOME

### Thank you for your interest in improving the safety of our Long Island roads.

Walk Safe Long Island thanks you for your interest in improving the safety of our shared roads through advocacy, and we thank you in advance for your efforts to make change here on Long Island through the use of our Advocacy Toolkit.

As you may already know, Long Island is home to some of the deadliest roads in New York State. According to the Governors Highway Safety Administration's preliminary data on 2022 Pedestrian Traffic Fatalities by State, the entire state of New York's rate of pedestrian fatality actually remained exactly the same between 2021 and 2022. However, the rates of pedestrian injury and fatality in Suffolk and Nassau Counties were on the rise from 2021 to 2022, and any number of pedestrian deaths is simply unacceptable.

Please feel free to use any or all of the toolkit components to supplement your own advocacy. Should you find the toolkit particularly helpful, or find it lacking in any way, please let us know! Provide feedback on the toolkit via email to lihc@nshc.org or call 631-963-4167.

## NYS PEDESTRIAN VEHICLE & TRAFFIC LAWS



110. Crosswalk. (a) That part of a roadway at an intersection included within the connections of the lateral lines of the sidewalks on opposite sides of the highway between the curbs or, in the absence of curbs, between the edges of the traversable roadway. (b) Any portion of a roadway at an intersection or elsewhere distinctly indicated for pedestrian crossing by lines or other markings on the surface.

130. Pedestrian. Any person afoot or in a wheelchair.

1112. Pedestrian-control signal indications. Whenever pedestrians are controlled by pedestrian- control signals exhibiting the words "WALK" or "DON'T WALK", or exhibiting symbols of a walking person or upraised hand, such signals shall indicate and apply to pedestrians as follows: (a) Steady WALK or walking person. Pedestrians facing such signal may proceed across the roadway in the direction of the signal and shall be given the right of way by other traffic. (b) Flashing DON'T WALK or upraised hand. No pedestrian shall start to cross the roadway in the direction of such signal, but any pedestrians who have partially completed their crossing on the WALK or walking person signal shall proceed to a sidewalk or safety island while the flashing DON'T WALK or upraised hand signal is showing. (c) Steady DON'T WALK or upraised hand. No pedestrians shall start to cross the roadway in the direction of such signal, but any pedestrians who have partially completed their crossing on the WALK or flashing DON'T WALK signal shall proceed to a sidewalk or safety island while the steady DON'T WALK signal is showing.

1142. Vehicle entering stop or yield intersection. (a) Except when directed to proceed by a police officer, every driver of a vehicle approaching a stop sign shall stop as required by section eleven hundred seventy-two and after having stopped shall yield the right of way to any vehicle which has entered the intersection from another highway or which is approaching so closely on said highway as to constitute an immediate hazard during the time when such driver is moving across or within the intersection. (b) The driver of a vehicle approaching a yield sign shall in obedience to such sign slow down to a speed reasonable for existing conditions, or shall stop if necessary as provided in section eleven hundred seventy-two, and shall yield the right of way to any pedestrian legally crossing the roadway on which he is driving, and to any vehicle in the intersection or approaching on another highway so closely as to constitute an immediate hazard during the time such driver is moving across or within the intersection. Provided, however, that if such driver is involved in a collision with a pedestrian in a crosswalk or a vehicle in the intersection after driving past a yield sign without stopping, such collision shall be deemed prima facie evidence of his failure to yield the right of way.

1146. Drivers to exercise due care. (a) Notwithstanding the provisions of any other law to the contrary, every driver of a vehicle shall exercise due care to avoid colliding with any bicyclist, pedestrian or domestic animal upon any roadway and shall give warning by sounding the horn when necessary. For the purposes of this section, the term "domestic animal" shall mean domesticated sheep, cattle, and goats which are under the supervision and control of a pedestrian. (refer to subdivisions (b), (c), (d), (e) of Section 1146 for specific violations)

1150. Pedestrians subject to traffic regulations. Pedestrians shall be subject to trafficcontrol signals as provided in section eleven hundred eleven of this title, but at all other places pedestrians shall be accorded the privileges and shall be subject to the restrictions stated in this article.

## NYS PEDESTRIAN VEHICLE & TRAFFIC LAWS



1151. Pedestrians' right of way in crosswalks. (a) When traffic-control signals are not in place or not in operation the driver of a vehicle shall yield the right of way, slowing down or stopping if need be to so yield, to a pedestrian crossing the roadway within a crosswalk on the roadway upon which the vehicle is traveling except that any pedestrian crossing a roadway at a point where a pedestrian tunnel or overpass has been provided shall yield the right of way to all vehicles. (b) No pedestrian shall suddenly leave a curb or other place of safety and walk or run into the path of a vehicle which is so close that it is impractical for the driver to yield. (c) Whenever any vehicle is stopped at a marked crosswalk or at any unmarked crosswalk at an intersection to permit a pedestrian to cross the roadway, the driver of any other vehicle approaching from the rear shall not overtake and pass such stopped vehicle.

1151-a. Pedestrians' right of way on sidewalks. The driver of a vehicle emerging from or entering an alleyway, building, private road or driveway shall yield the right of way to any pedestrian approaching on any sidewalk extending across such alleyway, building entrance, road or driveway.

1152. Crossing at other than crosswalks. (a) Every pedestrian crossing a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection shall yield the right of way to all vehicles upon the roadway. (b) Any pedestrian crossing a roadway at a point where a pedestrian tunnel or overhead pedestrian crossing has been provided shall yield the right of way to all vehicles upon the roadway. (c) No pedestrian shall cross a roadway intersection diagonally unless authorized by official trafficcontrol devices; and, when authorized to cross diagonally, pedestrians shall cross only in accordance with the official traffic-control devices pertaining to such crossing movements.

1156. Pedestrians on roadways. (a) Where sidewalks are provided and they may be used with safety it shall be unlawful for any pedestrian to walk along and upon an adjacent roadway. (b) Where sidewalks are not provided any pedestrian walking along and upon a highway shall when practicable walk only on the left side of the roadway or its shoulder facing traffic which may approach from the opposite direction. Upon the approach of any vehicle from the opposite direction, such pedestrian shall move as far to the left as is practicable.

**Pedestrian signals** consist of the illuminated words WALK and DON'T WALK, or the illuminated symbols of a walking person and an upraised hand. The meanings of the indications are as follows:

- A steady, illuminated WALK display, or a steady illuminated symbol of a walking person, means that a pedestrian may enter the roadway and proceed in the direction of the indication.
- A flashing, illuminated DON'T WALK display, or a flashing illuminated symbol of an upraised hand, means that a pedestrian may not start to cross the roadway in the direction of the indication, but any pedestrian who has partly completed the crossing during the steady WALK indication may continue across.
- A steady, illuminated DON'T WALK display, or a steady illuminated symbol of an upraised hand, means that a pedestrian cannot legally enter the roadway.

\*It is important to note that in most locations the WALK indication is not displayed for the entire time required to safely cross the street. When driving, be aware that pedestrians will most likely still legally be in the crosswalk when the DON'T WALK sign is flashing and you should slow down or stop if necessary to give them time to finish crossing the street.



#### Governor

Kathy Hochul (D) Tel: 518-474-8390 Executive Chamber State Capital Albany, NY 12224

### Attorney General

Letetia James (D) Tel: 518-474-7330 Executive Office State Capital Albany, NY 12224

#### New York State Comptroller

Thomas DiNapoli (D) Tel: 518-474-4040 Office of the State Comptroller Alfred E. Smith Building Albany, NY 12236

### New York State Department of Transportation Commissioner

Marie Therese Dominguez, Esq. Tel: 518-457-4422 Main NYSDOT Office: 50 Wolf Road Albany, NY 12232

#### New York State Senate

Senate District 1: Anthony Palumbo (R) palumbo@nysenate.gov 400 W. Main St, Suite 201 Riverhead, NY 11901 Tel: 631-461-9100 Albany: 188 Legislative Office Bldg. Tel: 518-445-3121

#### Senate District 2: Mario R. Mattera (R) mattera@nysenate.gov 180 East Main St, Suite 210 Smithtown, NY 11787 Tel: 631-361-2154 Fax: 631-361-5367 Albany: 508 Legislative Office Bldg. Tel: 518-455-2071 Fax: 518-426-6820

Senate District 3: Dean Murray (R) murray@nysenate.gov 90-B West Main Street Patchogue, NY 11772 Tel: 631-360-3356 Fax: 631-289-1035 Albany: 406 Legislative Office Bldg. Tel: 518-455-3411 Fax: 518-426-6973

#### Senate District 4: Monica Martinez (D)

martinez@nysenate.gov 250 Veterans Highway Hauppauge State Office Bldg. Room 38-41-42 Hauppauge, NY 11788 Albany: 806 Legislative Office Bldg. Tel: 518-455-2765 Fax: 518-526-6925

#### Senate District 5: Steven Rhoads (R)

rhoads@nysenate.gov 4236 Merrick Road- 1st Floor Massapequa, NY 11758 Tel: 516-882-0630 Fax: 516-882-0636 Albany: 513 Legislative Office Bldg. Tel: 518-455-3161 Fax: 518-426-6963

#### Senate District 6: Kevin Thomas (D) thomas@nysenate.gov 990 Stewart Avenue LL45A Garden City, NY 11530 Tel: 516-739-1700 Fax: 516-747-7430 Albany: 947 Legislative Office Bldg. Tel: 518-455-3260 Fax: 518-426-6783

Senate District 7: Jack Martins (R) martins@nysenate.gov Tel: 516-922-1811 Fax: 516-922-1154 Albany: 608 Legislative Office Bldg. Tel:518-455-2677 Fax:518-426-6720

### Senate District 8: Alex Weik (R)

weik@nysenate.gov 94 West Main St, Suite 205 Bayshore, NY 11706 Tel: 631-665-2311 Fax:631-206-2090 Albany: 413 Legislative Office Bldg. Tel:518-455-2950

#### Senate District 9: Patricia M. Canzoneri-Fitzpatrick canzoneri@nysenate.gov 55 Front Street Suites 1 & 2 Rockville Centre, NY 11570 Tel: 516-766-8383 Fax: 516-766-8011 Albany: 415 Legislative Office Bldg. Tel: 518-455-2400 Fax: 518-426-6780



#### New York State Assembly

Assembly District 1: Fred W. Thiele, Jr. (R) thielef@nyassembly.gov 3350 Noyac Road Bldg B, Suite 1 Sag Harbor, NY 11963 Tel: 631-537-2583 Fax: 631-725-2372 Albany: 837 Legislative Office Bldg. Tel: 518-455-5997 Fax: 518-455-5963

Assembly District 2: Jodi Giglio (R) giglioj2@nyassembly.gov 30 W. Main St., Suite 103 Riverhead, NY 11901 Tel: 631-727-0204 Fax: 631-727-0426 Albany: 629 Legislative Office Bldg. Tel: 518-455-5294 Fax: 518-455-4740

Assembly District 3: Joseph DeStefano (R) destefanoj@nyassembly.gov 3245 Route 112, Bldg.2, Suite 6 Medford, NY 11763 Tel: 631-207-0073 Fax: 631-207-2006 Albany: 430 Legislative Office Bldg. Tel: 518-455-4901 Fax: 518-455-5459

Assembly District 4: Edward Flood (R) floode@nyassembly.gov 149 Main Street E. Setauket, NY 11733 Tel:631-751-3094 Albany: 429 Legislative Office Bldg. Tel:518-455-3600

Assembly District 5: Doug Smith (R) smithd@nyassembly.gov 4155 Vets Memorial Hwy., Suite 9 Ronkonkoma, NY 11779 Tel: 631-585-0230 Fax: 631-585-0310 Albany: 318 Legislative Office Bldg. Tel: 518-455-5937 Fax: 518-455-5524

Assembly District 6: Philip R. Ramos (D) ramosp@nyassembly.gov 1010 Suffolk Avenue Brentwood, NY 11717 Tel: 631-435-3214 Fax: 631-435-3239 Albany: 648 Legislative Office Bldg. Tel: 518-455-5185 Fax: 518-455-5236 Assembly District 7: Andrew Garbarino (R) gabarinoa@nyassembly.gov 859 Montauk Highway, Suite 1 Bayport, NY 11705 Tel: (631) 589-0348 Fax: (631) 589-0487 Albany: 402 Legislative Office Bldg. Tel: 518-455-4611 Fax: 518-455-5258

Assembly District 8: Michael J. Fitzpatrick (R) fitzpatrickm@nyassembly.gov 50 Route 111, Suite 202 Smithtown, NY 11787 Tel: 631-724-2929 Fax: 631-724-3024 Albany: 458 Legislative Office Bldg. Tel: 518-455-5021 Fax: 518-455-4394

Assembly District 9 Michael Durso (R) dursom@nyassembly.gov 512 Park Boulevard Massapequa Park, NY 11762 Tel: 516-541-4598 Fax: 516-541-4625 Albany: 533 Legislative Office Bldg. Tel: 518-455-5308 Fax: 518-455-5024

Assembly District 13: Charles D. Lavine (D) lavinec@nyassembly.gov 1 School Street, Suite 303-B Glen Cove, NY 11542 Tel: 516-676-0050 Fax:516-676-0071 Albany: 831 Legislative Office Bldg. Tel: 518-455-5456 Fax: 518-455-5467

Assembly District 14: David G. McDonough (R) mcdonoughd@nyassembly.gov 404 Bedford Avenue Bellmore, NY 11710 Tel: 516-409-2070 Fax: 516-409-2073 Albany: 443 Legislative Office Bldg. Tel: 518-455-4633 Fax: 518-455-5559

Assembly District 15: Jacob Ryan Blumencranz (R) blumencranzj@nyassembly.gov 111 W. Old Country Rd, Suite 202 Hicksville, NY 11801 Tel: 516-937-3571 Fax: 516-937-3632 Albany: 545 Legislative Office Bldg. Tel:518-455-4684 Fax: 518-455-5477



#### New York State Assembly Continued

Assembly District 16: Gina Sillitti (D) sillittig@nyassembly.gov 44 South Bayles Ave Port Washington, NY 11050 Tel: 516-482-6966 Fax: 516-482-6975 Albany: 452 Legislative Office Bldg. Tel: 518-455-5192 Fax: 518-455-4921

Assembly District 17: John Mikulin (R) mikulinj@nysassembly.gov 1975 Hempstead Turnpike, #202 East Meadow, NY 11554 Tel: 516-228-4960 Fax: 516-228-4963 Albany: 550 Legislative Office Bldg. Tel: 518-455-5341 Fax: 518-455-4346

Assembly District 18: Taylor Darling (D) darlingt@nyassembly.gov 33 Front Street, #104 Hempstead, NY 11550 Tel: 516-489-6610 Albany: 323 Legislative Office Bldg. Tel: 518-455-5861 Fax: 518-455-4329

Assembly District 19: Edward Ra (R) rae@nyassembly.gov 825 East Gate Boulevard, #207 Garden City, NY 11530 Tel: 516-535-4095 Fax: 516-535-4097 Albany: 546 Legislative Office Bldg. Tel: 518-455-4627 Fax: 518-455-4643

Assembly District 20: Eric Brown (R) browne@nyassembly.gov 525 Chestnut St, Suite 103 Cedarhurst, NY 11516 Tel: 516-431-0500 Fax: 516-295-2498 Albany: 544 Legislative Office Bldg. Tel:518-455-3028 Fax: 518-455-5769

Assembly District 21: Brian Curran (R) curranb@nyassembly.gov 74 N. Village Avenue Rockville Centre, NY 11570 Tel: 516-561-8216 Albany: 718 Legislative Office Bldg. Tel: 518-455-5801

#### Assembly District 22: Michaelle Solages (D)

solagesm@nyssembly.gov 1690 Central Court Valley Stream, NY 11580 Tel (516) 599-2972 Fax (516) 599-3768 Albany: 736 Legislative Office Bldg. Tel: (518) 455-4465 Fax: (518) 455-5560

#### Suffolk County Executive & Legislators

<u>Steven Bellone, County Executive</u> county.executive@suffolkcountyny.gov H. Lee Dennison Building 100 Veterans Memorial Highway Hauppauge, NY 11788 Tel: 631-853-4000

<u>District 1: Al Krupski (D)</u> Al.Krupski@suffolkcountyny.gov 423 Griffing Avenue, Suite 2 Riverhead, NY 11901 Tel: 631-852-3200 Fax: 631-852-3203

District 2: Bridget Fleming (D) Bridget.Fleming@suffolkcountyny.gov 71 Hill Street, Suite F-1 Southampton, NY 11988 Tel: 631-852-8400 Fax: 631-852-8404

District 3: James F. Mazzarella Jim.Mazzarella@suffolkcountyny.gov 1120 Montauk Highway, Suite G. Mastic, NY 11950 Phone: 631-852-1300 Fax: 631-852-1303

<u>District 4: Nick Caracappa (C)</u> Nick.Caracappa@suffolkcountyny.gov 325 Middle Country Road, Suite 3 Selden, NY 11784 Tel: 631-854-9292 Fax: 631-854-9351

District 5: Kara Hahn (D) Kara.Hahn@suffolkcountyny.gov 306 Main Street, Port Jefferson, NY 11777 Tel: 631-854-1650 Fax: 631-854-1653

<u>District 6: Sarah S. Anker (D)</u> Sarah.Anker@suffolkcountyny.gov 620 Route 25A, Suite B, Mt. Sinai, NY 11766 Phone: 631-854-1600 Fax: 631-854-1603



#### Suffolk County Legislators Continued

District 7: Dominick S. Thorne (R) DominickS.Thorne@suffolkcountyny.gov 90 W Main St, Suite 2N Patchogue, NY 11772 Tel: (631) 854-1400 Fax: (631) 854-1403

District 8: Anthony A. Piccirillo (R) Anthony.Piccirillo@suffolkcountyny.gov 1609 Grundy Avenue, Holbrook, NY 11741 Tel: (631) 854-9611 Fax: (631) 854-9687

District 9: Samuel Gonzalez (D) Samuel.Gonzalez@suffolkcountyny.gov 55 2nd Ave, Suite 7 Brentwood, NY 11717 Tel: 631-853-3700 Fax: 631-853-3568

<u>District 10: Trish Bergin (R)</u> Trish.Bergin@suffolkcountyny.gov 96 E Main St, Suite 5 East Islip, NY 11730 Tel: 631-854-0940 Fax: 631-854-0943

District 11: Steven J. Flotteron (R) Steven.Flotteron@suffolkcountyny.gov 4 Udall Rd, Suite 4 West Islip, NY 11795 Tel: 631-854-4100 Fax: 631-854-4103

District 12: Leslie Kennedy (R) Leslie.Kennedy@suffolkcountyny.gov 725 Veterans Memorial Hwy PO Box 6100—Building 17 Hauppauge, NY 11788 Tel: 631-854-3735 Fax: 631-854-3744

<u>District 13: Robert Trotta (R)</u> Robert.Trotta@suffolkcountyny.gov 59 Landing Ave, Suite 1 Smithtown, NY 11787 Tel: 631-854-3900 Fax: 631-854-3903

District 14: Kevin J. McCaffrey (R) Kevin.McCaffrey@suffolkcountyny.gov 125C South Wellwood Avenue Lindenhurst, NY 11757 Tel: 631-854-1100 Fax: 631-854-1103

District 15: Jason Richberg (D) Jason.Richberg@suffolkcountyny.gov 44 Station Dr Wyandanch, NY 11798 Tel: 631-854-1111 Fax: 631-854-1114 District 16: Manuel Esteban Sr. (R) Manuel.Esteban@suffolkcountyny.gov 6080 Jericho Turnpike, Suite 307 Commack, NY 11725 Tel: 631-854-5100 Fax: 631-854-5103

District 17: Tom Donnelly (D) Tom.Donnelly@suffolkcountyny.gov 130 West Jericho Turnpike Huntington Station, NY 11746 Tel: 631-854-4433 Fax: 631-854-4415

District 18: Stephanie Bontempi (R) Stephanie.Bontempi@suffolkcountyny.gov 224 Wall St, Suite 303 Huntington, NY 11743 Tel: 631-854-4500 Fax: 631-854-4503

#### Nassau County Executive & Legislators

Bruce Blakeman, County Executive Office of the County Executive 1550 Franklin Ave, Mineola, NY 11501 Tel: 516-571-3131 Fax: 516-571-4000

District 1: Kevan Abrams Tel: 516-571-6201 Fax: 516-571-6187 Contact Form

<u>District 2: Siela A. Bynoe</u> Tel: 516-571-6202 Fax: 516-571-6761 Contact Form

District 3: Carrié Solages Tel: 516 -571-6203 Fax: 516-571-6732 Contact Form

District 4: Denise Ford Tel: 516-571-6204 Fax: Contact Form

<u>District 5: Debra Mulé</u> Tel: 516 -571-6205 Fax: 516-571-0291 Contact Form

District 6: C. William Gaylor III Tel:516-571-6206 Contact Form

District 7: Howard J. Kopel Tel: 516 -571-6207 Contact Form



#### Nassau County Legislators Continued

District 8: John J. Giuffrè Tel: 516-571-6208 Contact Form

District 9: Richard J. Nicolello Tel: 516-571-6209 Contact Form

District 10: Mazi Melesa Pilip 1550 Franklin Ave Mineola, NY 11501 Tel: 516-571-6210 Fax: 516-571-0405 Contact Form

District 11: Delia DeRiggi-Whitton Tel: 516 -571-6211 Fax: 516-571-6271 Contact Form

District 12: James D. Kennedy Tel: 516 -571-6212 Contact Form

District 13: Thomas McKevitt Tel: 516 -571-6213 Contact Form

<u>District 14: Laura Schaefer</u> Tel: 516 -571-6214 Fax: 516-571-6134 Contact Form

District 15: John R. Ferretti Jr. Tel: 516 -571-6215 Contact Form

District 16: Arnold W. Drucker Tel: 516 -571-6216 Fax: 516-571-6287 Contact Form

District 17: Rose Marie Walker Tel: 516 -571-6217 Contact Form

District 18: Joshua A. Lafazan Tel: 516-571-6218 <u>Contact Form</u>

District 19: Michael J. Giangregorio Tel: 516-571-6219

#### **County Departments of Public Works**

Suffolk County Department of Public Works Joseph Brown, P.E., Commissioner Darnell Tyson, P.E., Chief Deputy Commissioner Eric Hofmeister, Deputy Commissioner 335 Yaphank Avenue, Yaphank, NY 11980 Tel: 631-852-4010 Fax: 631-852-4150 public.works@suffolkcountyny.gov

Nassau County Department of Public Works Kenneth G. Arnold, P.E., Commissioner 1194 Prospect Avenue, Westbury, NY 11590 Commissioner's Office: 516-571-9604 Information Line: 516-571-6900 Traffic Signals: 516-572-0465 Road Construction Projects: 516-571-6814 Traffic Signs and Markings: 516-571-6900 Traffic Signal Repair: 516-571-0465 Highways Fax: 516-571-6939/6969

## COMMUNICATING WITH YOUR LEGISLATORS & REGULATORY LEADERS



**Know your legislator and their key staff.** Refer to the directory contained within this toolkit to familiarize yourself with your local legislator and their key staff. Most of the time, you're dealing with their staff first and for much longer than you'll communicate with the legislator themselves.

**Know the issue.** Know what you're advocating for or against, and communicate that in a concise way. This requires understanding the issue, researching ramifications of the issue being addressed—or not being addressed. Most importantly, you must know and illustrate why this issue affects the legislator's constituents. The better you know your issue, its history, and its effects, the easier it will be for you to extract a compelling pitch statement. Gather all of the supporting data you can to make your case.

Primary first-hand data could include counting cars, taking photos of the intersection or problems you see, and compiling anecdotal testimony from fellow residents and others familiar with the issue who are also concerned.

Support your primary data with secondary data from other credible sources. These could include documented injuries and deaths at the location, news clips, and statistics. Refer to the *Resources* section of this toolkit for credible secondary data sources.

**Craft your pitch.** Communicate your message in the most efficient, succinct way possible. Primarily define the issue/problem you want solved, and explain why this is important to all of the legislators' constituents. Offer solutions if you have them, and offer to help in the efforts to resolve the issue, whether that's drafting legislation, joining the legislator at press events, or other applicable efforts.

**Deliver your pitch.** Use email, traditional mail, or phone calls to communicate your message. Better yet, utilize all three of those methods. If you send an email or letter, follow up with a phone call several days later. Request follow up meetings, and be persistent.

#### Hypothetical Situation and Sample Pitch

There's a 4-way intersection up the block from you-- people blow through the stop signs all the time. You've noticed, and there have been pedestrian injuries here. Here is a sample pitch:

Dear Legislator,

All of your constituents deserve to be safe on the road, whether they're walking, biking, or driving. The intersection of A Road and B Street in your district has seen 25 pedestrian injuries and two fatalities in the last year. This is unacceptable to me, and I'm sure it is unacceptable to you.

I have ideas, and I would like to meet with you to discuss steps we can take to improve the safety of this intersection for all. Looking forward to speaking with you.

## COMMUNICATING WITH THE MEDIA



Communicating with the media involves the same fundamental steps as communicating with legislators. However, the difference lies in the media's need for timely information that's relevant to the outlet's specific audience. This might require emphasizing one aspect of your issue over another.

**Know your media outlet.** Research the media outlet you want to reach and educate yourself about their audience. Look at some of their published articles/clips to get a sense of what they cover. In addition to knowing the media outlet, know the specific reporters and editors and which issues they cover so you have the best chance of your issue of concern reaching the correct people.

**Know the issue.** You need to tailor your pitch to each media outlet for the best chance at coverage. This is what's called finding an angle, and it requires understanding the issue, researching ramifications of the issue being addressed—or not being addressed. Most importantly, illustrate why this issue resonates with and affects the media outlet's audience.

Gather all of the primary and secondary supporting data you can to make your case. Given the same hypothetical example we've used on the previous page, your pitch to the media might look a bit different than your pitch to the legislators.

**Craft your pitch.** Communicate your message in the most efficient, succinct way possible. Primarily define the issue/problem you want solved, and explain why this is important to the media outlet's audience. Offer solutions if you have them, and offer to provide any further information they might need, whether that's participating in an interview or any other applicable efforts.

**Deliver your pitch.** Use email, traditional mail, or phone calls to communicate your message. Better yet, utilize all three of those methods. If you send an email or letter, follow up with a phone call several days later. Be persistent.

#### Hypothetical Situation and Sample Pitch

There's a retirement community down the road from your intersection of concern, and you know that many of the pedestrians being struck or killed have been 65+. You're targeting a weekly newspaper in the community with a majority 65+ readership. Here is a sample pitch:

Dear Editor,

Innocent 65 year-olds are being injured and killed in your backyard. The intersection of A Road and B Street in the local community has seen 25 pedestrian injuries and two fatalities in the last year, the majority of whom were aged 65+. This is unacceptable to me, and I'm sure it is unacceptable to you.

I hope your news outlet agrees that this issue needs coverage. I look forward to speaking with you soon.

If this was a daily paper for readers of all ages, you might not focus on the age of the victims as much as you would for the paper with many 65+ readers.

## COMMUNICATING WITH SOCIAL MEDIA



Social media can be a powerful tool for those seeking to amplify a message or call to action. Not to mention, nearly all media outlets and most legislators have a social media presence. However, given its availability and lack of cost to join and post on most platforms, social media is saturated with content which can make it challenging to ensure your posts are reaching the right people.

Make sure your posts gain traction and reach as many people as possible by having other users engage with your post, utilize cross-posting whenever possible, and tag individuals (legislators, media outlets, or other relevant public figures) when applicable.

Relevant hashtags can be a helpful tool when seeking cross-promotion. For example, using the hashtag #pedestriansafety makes your post visible to those who seek out posts that contain that hashtag.

Use some or all of the following hashtags that are relevant to your messaging so WSLI can support your efforts. WSLI will periodically track the use of these hashtags across all social media platforms to report on use of this toolkit.

- #walksafeLl
- #bikesafeLl
- #pedestriansafetyLI
- #bikesafetyLl
- #advocacyinactionLl
- #safestreetsLl

## RESOURCES, HELPFUL WEBSITES, & DATA SOURCES



#### **AAA Safety Topics**

#### Website: https://exchange.aaa.com/safety/

For more than a century, AAA has worked to foster a safe environment for travelers through education, research and advocacy. Since its founding in 1902, AAA has been a leader in developing and supporting educational and safety programs for motorists, pedestrians, cyclists and children.

#### DEDICATEDD

#### Website: http://www.dedicatedd.org/

DEDICATEDD aims to stop the criminal acts of drunk, drugged and impaired driving on our roadways, waterways and in our recreation areas, and to advocate for the victims of these tragic offenses and to end underage drinking.

#### **Families for Safe Streets**

#### Website: https://www.familiesforsafestreets.org/

Families for Safe Streets was founded in 2014 by the families of loved ones who were killed or injured in crashes in New York City. Together, they transform their grief by telling their personal stories of trauma and loss to bring about policy and legislative change.

#### Federal Highway Administration (FHWA) Pedestrian & Bicycle Safety

Website: <u>https://highways.dot.gov/safety/pedestrian-bicyclist</u> The FHWA's Office of Safety develops projects, programs and materials for use in reducing pedestrian and bicyclist fatalities. All of these materials can be found here.

#### **Global Alliance of NGOs for Road Safety**

Website: https://www.roadsafetyngos.org/

Accountability Toolkit: https://www.roadsafetyngos.org/toolkit/

The Global Alliance of NGOs for Road Safety (the Alliance) is a collection of nongovernmental organizations (NGOs) that implement programs and lobby for road safety initiatives around the world.

#### **Governors Highway Safety Association (GHSA)**

Website: <u>https://www.ghsa.org/</u> GHSA is a 501(c)(3) nonprofit representing the state and territorial highway safety offices that implement federal grant programs to address behavioral highway safety issues.

#### Governor's Traffic Safety Committee (GTSC)

Website: https://trafficsafety.ny.gov/

The New York State Governor's Traffic Safety Committee (GTSC) coordinates traffic safety activities in the state and shares useful, timely information about traffic safety and the state's highway safety grant program. The Committee is comprised of thirteen agencies who have missions related to transportation and safety. The GTSC is chaired by the Commissioner of the Department of Motor Vehicles and acts as the state's official liaison with the National Highway Traffic Safety Administration.

#### Institute for Traffic Safety Management & Research (ITSMR)

Website: <u>https://www.itsmr.org/</u> NYS Traffic Safety Statistical Repository (TSSR): <u>https://www.itsmr.org/sas-guest-portal/</u> *The ITSMR is a not-for-profit, university-based research center dedicated to improving highway safety. The TSSR provides publically available crash and ticket data.* 

#### Let's Move LI

Website: https://letsmoveli.com/

Let's Move LI is a collaboration among municipalities, schools, businesses and other organizations to promote active transportation across Long Island, overseen by the Long Island chapter of the U.S. Green Building Council (USGBC-LI).

## RESOURCES, HELPFUL WEBSITES, & DATA SOURCES



#### Nassau County Government

Website: <u>https://www.nassaucountyny.gov/</u> My Road & Road Jurisdiction Viewer: <u>https://www.nassaucountyny.gov/myroads</u> Public Works: <u>https://www.nassaucountyny.gov/1865/Public-Works</u> *The Nassau County Road Jurisdiction Viewer provides the public with the most current information on road ownership in 2019.* 

#### National Center for Safe Routes to School

Website: https://www.saferoutesinfo.org/

The National Center for Safe Routes to School (National Center) believes in the importance and joy of safe walking, biking and rolling. They provide ways for communities to get started and offer the best information available to make the future they envision a reality.

#### National Highway Traffic Safety Administration (NHTSA)

Website: <u>https://www.nhtsa.gov/</u> Pedestrian Safety: <u>https://www.nhtsa.gov/road-safety/pedestrian-safety</u> Share the Road: <u>https://www.nhtsa.gov/share-road-its-everyones-responsibility</u> *NHTSA's mission is to save lives, prevent injuries, and reduce economic costs due to road traffic crashes, through education, research, safety standards, and enforcement.* 

#### New York Bicycling Coalition (NYBC)

Website: <u>https://nybc.net/</u> NYBC advocates for pro-bicycle and pro-pedestrian policies and funding at all levels of government; educates New Yorkers about bicycle safety and the benefits of bicycling; provides technical assistance and support to advocates and government entities; and promotes bicycle tourism across the state.

#### New York Coalition for Transportation Safety

Website: https://www.nycts.org/

Since 1987 the New York Coalition for Transportation Safety has received grants from federal, state, local and private agencies to develop and conduct public information and education campaigns in a variety of localities.

#### North American Bikeshare & Scootershare Association (NABSA)

Website: https://nabsa.net/

Advocacy Toolkit: https://nabsa.net/advocacytoolkit/

The North American Bikeshare & Scootershare Association (NABSA) collaborates across sectors to grow shared micromobility and its benefits to communities, creating a more equitable and sustainable transportation ecosystem. NABSA's Advocacy Toolkit serves as a resource and guidance for our members and shared micromobility stakeholders interested in advocating for the expansion of shared micromobility systems in communities.

#### **NYS Board of Elections**

Congressional and State Legislative District Finder: https://www.elections.ny.gov/district-map.html

#### NYS Department of Motor Vehicles (DMV)

Website: https://dmv.ny.gov/

DMV issues secure identity documents, delivers essential motor vehicle and driver-related services, and administers motor vehicle laws enacted to promote safety and protect consumers.

#### NYS Department of Transportation (NYSDOT)

Website: <u>https://www.dot.ny.gov/</u> Bicycling in New York: <u>https://www.dot.ny.gov/bicycle</u> Traffic Safety for Kids: <u>https://www.dot.ny.gov/programs/safetyfirstkids/trafficsafety</u> It is the mission of the NYSDOT to ensure our customers - those who live, work and travel in New York State -- have a safe, efficient, balanced and environmentally sound transportation system.

## RESOURCES, HELPFUL WEBSITES, & DATA SOURCES



#### NYS Pedestrian Safety Program

Website: https://www.ny.gov/programs/pedestrian-safety

Pedestrian Safety Action Plan (PSAP): <u>https://www.ny.gov/pedsafety/pedestrian-safety-action-plan</u> FAQs and Laws: <u>https://www.ny.gov/pedestrian-safety/additional-information#faq039s-amp-laws</u> Fact Sheets: <u>https://www.ny.gov/pedestrian-safety/regional-fact-sheets-law-enforcement</u> The New York State Departments of Transportation and Health teamed up with the Governor's Traffic Safety Committee on a first-of-its-kind pedestrian safety campaign in New York State. It provided more

Safety Committee on a first-of-its-kind pedestrian safety campaign in New York State. It provided more than \$110 million for enhancing pedestrian safety across Upstate New York and Long Island through the Three Es: Engineering, Enforcement and Education.

#### **NYC Vision Zero**

Website: <u>https://www.nyc.gov/content/visionzero/pages/</u> Vision Zero is New York City's initiative to improve street safety.

#### Parks & Trails NY

Website: https://www.ptny.org/

Parks & Trails New York is New York's leading statewide advocate for parks and trails, dedicated since 1985 to improving our health, economy, and quality of life through the use and enjoyment of green space.

#### Pedestrian and Bicycle Information Center (PBIC)

Website: https://www.pedbikeinfo.org/

This site is funded by the U.S. Department of Transportation Federal Highway Administration and National Highway Traffic Safety Administration and maintained by the Pedestrian and Bicycle Information Center within the University of North Carolina Highway Safety Research Center.

#### Suffolk County Government

Website: <u>https://www.suffolkcountyny.gov/</u> Find My Legislator: <u>https://gisapps.suffolkcountyny.gov/voterinformation/</u> Public Works: <u>https://www.suffolkcountyny.gov/Departments/Public-Works</u>

#### **Transit Solutions**

Website: https://transitsolutions.org/

Car Free Day: <u>https://transitsolutions.org/car-free-day-long-island/</u> Transit Solutions aims to reduce traffic and improve air quality on Long Island by promoting the use of all transit options and the adoption of pre-tax transit benefits.

#### U.S. Department of Transportation (USDOT)

Website: https://www.transportation.gov/

Complete Streets: <u>https://www.dot.ny.gov/programs/completestreets</u> National Roadway Safety Strategy (NRSS): <u>https://www.transportation.gov/NRSS</u> *The USDOT aims to deliver the world's leading transportation system, serving the American people and economy through the safe, efficient, sustainable, and equitable movement of people and goods.* 

#### **VISION Long Island**

Website: https://visionlongisland.multiscreensite.com/

Vision is a 501(c)3 not-for-profit organization that educates, advocates, plans, designs, and provides technical assistance on Smart Growth projects.

#### Walk Safe Long Island (WSLI)

Website: https://www.walksafeli.org/

Pedestrian Vehicle & Traffic Laws: https://www.walksafeli.org/vehicle-and-traffic-laws

A collaborative of health and transportation safety educators from Nassau and Suffolk Counties, WSLI organizations aim to reduce pedestrian injuries and fatalities in the region. By using law-based education, we hope to raise awareness among drivers and pedestrians of how we can stay safe together.

## ABOUT WALK SAFE LONG ISLAND

Walk Safe Long Island is a law-based pedestrian and cyclist safety education campaign that aims to educate Long Islanders about the laws in place to protect them when they walk and bike on local roadways. WSLI is a multi-faceted campaign, created and managed by the Long Island Health Collaborative on behalf of the New York Coalition for Transportation Safety, funded by a grant from the National Highway Traffic Safety Administration through a fund from the NY State Governor's Traffic Safety Committee.

### Website: https://www.walksafeli.org/

### About the New York Coalition for Transportation Safety (NYCTS)

NYCTS is a non-profit, statewide organization established in 1982. Since becoming incorporated as a non-profit in 1987, NYCTS has received grants from federal, state, local and private agencies to develop and conduct public information and education campaigns in a variety of localities. Our mission is to reduce the number of injuries and fatalities occurring on our roadways through outreach and education programs aimed at pedestrians, bicyclists and motorists.

### Website: https://www.nycts.org/

Facebook: @NYCTS1 (https://www.facebook.com/NYCTS1) Twitter: @NYCOALITION1 (https://twitter.com/NYCOALITION1) Instagram: @newyorkcoalition (https://www.instagram.com/ newyorkcoalition/)

### About the Long Island Health Collaborative (LIHC)

Overseen by the Nassau-Suffolk Hospital Council, the LIHC is a partnership of Long Island's hospitals, county health departments, health providers, community based social and human service organizations, academic institutions, health plans, local government, and the business sector, all engaged in improving the health of Long Islanders. Collaborative members are committed to improving the health of people living with chronic disease, obesity, and behavioral health conditions in Nassau and Suffolk counties. The LIHC views pedestrian safety as a public health issue, and continues to work with NYCTS to mitigate it.

Website: https://www.lihealthcollab.org/ Facebook: @LIHealthCollab (https://www.facebook.com/LIHealthCollab) Twitter: @lihealthcollab (https://twitter.com/lihealthcollab) Instagram: @lihealthcollab (https://www.instagram.com/lihealthcollab/)





