



#SignSB961: Require Intelligent Speed Assistance in all New California Vehicles Promotional Toolkit

Thank you for your interest in helping urge Governor Newsom to be a leader in roadway safety and sign SB961 into law.

BACKGROUND: On August 31, 2024, the California legislature passed SB 961, a first-in-the-nation law to require vehicles to alert drivers when going 10+ MPH over the limit. This is HUGE! Much like Wisconsin becoming the first state in the 1960s to require seat belts in vehicles, which led to more states following suit and then becoming a federal requirement credited with saving over 500,000 lives, this bill has the potential to change federal requirements and save hundreds of thousands of lives.

ACTION NEEDED: The Governor needs to hear from supporters across the nation because this bill has national impacts. Gov. Newsom has until Sept. 30 to act, but he may decide anytime before then, so time is of the essence. You can read more in a recent [press release](#), [blog post](#), [OpEd](#), and [bill fact sheet](#).

Most importantly, share this link (posted on Change.org): <https://bit.ly/SignSB961>

Also, include the following in social media posts: "...urge @CAGovernor @GavinNewsom to #SignSB961..."

See sample social media, graphics, a script for calls, and other helpful info. below.

Please don't hesitate to reach out if you have any comments or questions at info@familiesforsafestreets.org or info@visionzeronetwork.org

X/Twitter Thread

(Post as a Twitterthread or use individually)

Post 1:

[YOUR ORGANIZATION] urges @CAGovernor @GavinNewsom to #SignSB961 to save lives and be a national road safety leader. We just signed this petition and urge others to do so too. <https://bit.ly/SignSB961>

Post 2:

Speed kills. Over 10,000 people are killed by speeding drivers in the US every year. This first-in-the-nation policy shows we *can* discourage dangerous vehicle speeds at the source. Urge @CAGovernor @GavinNewsom to #SignSB961 <https://bit.ly/SignSB961>

Post 3:

SB961 is a popular and proven life saving measure that will curb dangerous, illegal speeding. More than 60% of drivers support adding an audible and visual warning when they exceed the posted speed limit. Researchers predict this technology will cut roadway deaths by 26-50%. Urge @CAGovernor @GavinNewsom to #SignSB961 <https://bit.ly/SignSB961>

(INTERNAL NOTE: [source](#) for stat above)

Post 4:

Dangerous speeding took Colin's children from him. For Colin and so many others, please show your support for California's SB961. Urge @CAGovernor @GavinNewsom to #SignSB961 <https://x.com/Fam4SafeStreets/status/1833897771348197851>
<https://bit.ly/SignSB961>

Post 5:

Hearing directly from Lori and sign her petition. Urge @CAGovernor @GavinNewsom to #SignSB961 <https://x.com/change/status/1835787062756139316?s=46>
<https://bit.ly/SignSB961>

Instagram/Facebook

Use language above but also feel free to share any personal connection you have to this issue or why your organization supports roadway safety.

Action Alert/Phone Calls

To get his attention, we are trying to flood his office with calls and emails from people across the country. Please [sign this national petition](#), call his office, and encourage others to do so as well.

Call: (916) 445-2841

Hi, my name is _____. I am from [ORGANIZATION], and live in _____. [Add more about your organization and why this is important to it if applicable.]

I urge the Governor to sign SB961 into law right away, this is a proven, common sense measure that will save lives across California, and position the state to lead the nation in curbing dangerous speeds. Can we count on your support?

Thank you.

[Name]

Blog Post/Podcast

If you have a blog on your website, we'd be happy to have one of our members write a blog post for you and we'd love to have one of our members be on your podcast if you have one.

Images / Graphics to share

Feel free to use the following graphics. If you're interested in other ones, we have more. If you're interested in making an organization-specific social media card, contact info@visionzeronetetwork.org

Speeding is the #1 cause of severe and fatal traffic crashes in California.

Governor Newsom can change that and #SignSB961.



**TELL
GOVERNOR
NEWSOM TO
SIGN SB 961**



DEAR GOVERNOR NEWSOM

**1,000+ CALIFORNIANS
ARE KILLED EACH YEAR
FROM DANGEROUS
SPEEDING.**

**YOU HAVE THE POWER
TO CHANGE THAT.**



#SignSB961

Families for Safe Streets (FSS) confronts the epidemic of traffic violence by advocating for life-saving changes and providing support to those who have been impacted by crashes. Comprised of individuals who have been injured or lost loved ones, FSS was founded in 2014 in New York City and is growing as a national movement with chapters across the country.

The Vision Zero Network is a collaborative, nonprofit campaign helping communities set and reach the goal of Vision Zero — eliminating traffic fatalities and severe injuries among all road users — while increasing safe, healthy, equitable mobility.