



# Messaging Toolkit

**Purpose: To support legislative advocacy and coalition engagement for the Stop Super Speeders Bill**

---

## I. Pitch to Elected Officials

### Core Message

Speeding is deadly — and a small group of repeat “super speeders” cause a disproportionate share of the harm. Intelligent Speed Assistance (ISA) is a proven, practical, and bipartisan solution that saves lives. The Stop Super Speeders bill gives states the tools to stop the most dangerous drivers while keeping everyone else safe.

### Key Points

1. **Speeding kills — and the problem is getting worse.**
  - In 2023, speeding contributed to nearly **12,000 deaths** — almost as many as drunk driving.
  - The U.S. ranks **last among 28 high-income nations** in traffic fatality rates.
  - Every day, **123 people die** on our roads — the equivalent of a passenger plane crash daily.
2. **Super Speeders are a small group causing outsized harm.**
  - A small, high-risk subset of drivers — those repeatedly caught speeding or driving extremely fast — are responsible for a disproportionate number of fatal and serious crashes.
  - Studies show that repeat offenders are **5x times more likely** to cause serious or fatal crashes than average drivers.
  - Traditional penalties, such as fines or license suspensions, **don’t stop these drivers** — up to 75% drive on suspended licenses.
3. **ISA is a proven, proactive, and fair solution.**
  - **Intelligent Speed Assistance (ISA)** uses GPS and digital maps to prevent a car from exceeding the speed limit.
  - The **active form** automatically limits the vehicle’s top speed — it doesn’t brake, it simply stops further acceleration.

- ISA has **decades of successful use** in Europe, New York City, and commercial fleets.
- Data from ISA use used more widely, it can reduce deaths by 50%. The technology also works – **99% compliance with speed limits** in pilot programs.
- 4. **This approach is gaining momentum — with bipartisan support.**
  - Stop Super Speeders laws have **passed in Washington, D.C., Virginia, and Washington State.**
  - The first bill was introduced **in New York** - where it has passed the Senate. There also were bills last year in CA, MD, AZ, and GA that are still progressing – and up to a dozen more are likely this session.
  - These efforts are led by **Families for Safe Streets (FSS)** — whose members are all crash victims and survivors.
  - The effort is modeled after what MADD did with “breathalyzers” – targeting the worst of the worst drivers and requiring technology to prevent them from hurting others but still letting them drive. **Ignition Interlock Devices (IIDs)** for DUI prevention is a targeted, proven, and focused on high-risk drivers.
- 5. **ISA legislation is fair, smart, and fiscally responsible.**
  - The program **targets only the most dangerous drivers**, not the general public.
  - Participants **keep their license** with a provisional restriction, rather than losing their ability to work or care for their families.
  - It’s a **low-cost program**, with participant-funded installation and **affordability protections for low-income drivers.**
  - It reduces administrative burden and law enforcement costs through **automated, fair, and consistent enforcement.**

## Call to Action

“We have the tools to stop super speeders — and save lives. Join us in supporting the Stop Super Speeders Bill to make our roads safer, fairer, and more humane. Will you co-sponsor the bill?”

---

## II. Pitch to Prospective Coalition Partners

### Core Message

Speeding is a public health crisis — and together, we can stop it. The Stop Super Speeders campaign is a growing national coalition working to advance life-saving, equitable technology that targets the most dangerous drivers while keeping mobility and fairness at the forefront.

### Why Join the Coalition

1. **A shared mission:** Prevent the needless deaths and injuries caused by extreme speeding — a top contributor to roadway fatalities.
2. **Proven, evidence-based policy:** ISA has been studied for decades, endorsed by leading safety organizations including:
  - National Transportation Safety Board (NTSB)
  - Insurance Institute for Highway Safety (IIHS)
  - Road to Zero Coalition
  - Advocates for Highway and Auto Safety
  - Vision Zero Network
3. **Momentum is building:**
  - Passed in **D.C., Virginia, and Washington State.**
  - The first bill was introduced **in New York** - where it has passed the Senate. There also were bills last year in CA, MD, AZ, and GA that are still progressing – and up to a dozen more are likely this session.
  - Support is **bipartisan and cross-sector**, including safety advocates, insurers, and victims' families.
4. **Coalition values:**
  - **Safety:** Prevent deaths and injuries by addressing the top cause of fatal crashes.
  - **Fairness:** Focus only on repeat, high-risk offenders — not ordinary drivers.
  - **Equity:** Include income-based affordability measures and privacy safeguards.
  - **Accountability:** Use transparent data standards and clear program oversight.
5. **Opportunities for coalition partners:**
  - Co-sign letters of support or testimony.
  - Participate in joint advocacy days or press events.
  - Share data, stories, or expertise to strengthen the campaign.
  - Align organizational goals with a proven public safety initiative that saves lives and lowers costs.

## Suggested Partner Profiles

- Public health organizations
- Transportation and Vision Zero coalitions
- Law enforcement and first responder associations
- Insurance industry and risk management groups
- Local governments and state DOTs
- Victim advocacy organizations and trauma networks
- Climate and sustainability advocates (due to reduced emissions and fuel use)

## Partner Call to Action

“Join Families for Safe Streets in calling for common-sense, proven solutions to stop super speeders — and prevent the next tragedy.”

Coalition sign on is here:

<https://www.familiesforsafestreets.org/stop-super-speeders>

---

### III. Frequently Asked Questions (FAQ) / Rapid Response Guide\*

**Q1: Isn't this government overreach or "big brother" technology?**

**A:** No. ISA targets only **repeat or extreme speeders** — those who've repeatedly endangered others. It's an **aftermarket device**, installed only as a consequence of serious or repeated violations, not for all drivers. Data privacy is strictly protected: ISA programs collect only the minimal data needed to confirm compliance, with encryption, masking, and mandatory deletion. (See Q7 on data privacy below also)

---

**Q2: Won't this be expensive or unfair to low-income drivers?**

**A:** Program costs are modest (around \$4/day, similar to ignition interlocks), with \$150 for installation and \$100 for removal, and discounts are available for participants in public assistance programs (e.g., SNAP, SSI, TANF, LIHEAP, and income  $\leq 150\%$  FPL). Additionally, ISA often saves money by helping drivers avoid license suspensions, fines, higher fuel costs, and legal fees.

---

**Q3: What if someone needs to speed briefly to merge or avoid a hazard?**

**A:** Active ISA includes a **limited override** feature for emergencies. Overrides are short, logged, and reviewed to prevent misuse — ensuring both safety and fairness. The number and length of overrides will be determined in the rule-making process for each state. Note that overrides are typically unnecessary for highway merges, as ISA recognizes speed limits in advance.

---

**Q4: Is the technology reliable and available?**

**A:** Yes. ISA has been used in commercial fleets for over **30 years**, and similar systems are now **required in all new EU vehicles**. U.S. vendors already provide accurate, proven, tamper-resistant systems. In New York City's pilot, vehicles stayed within the speed limit **99.7% of the time**.

---

**Q5: Does this replace enforcement or criminal penalties?**

**A:** No — it complements them by directly preventing dangerous behavior before it happens. ISA is an **administrative, non-criminal safety measure** focused on prevention, not punishment.

---

---

**Q6: Why not just suspend licenses?**

**A:** Because it doesn't work. **Up to 75% of suspended drivers keep driving** — often without insurance or oversight. ISA keeps them compliant and safe while allowing legal mobility.

---

**Q7: What about privacy and data security?**

**A:** ISA programs should require **strict data limits, encryption, anonymization, and deletion** policies. Personal or location data **cannot be shared, sold, or leased**. Oversight agencies should audit vendors to ensure compliance.

---

**Q8: Is this politically feasible?**

**A:** Yes. ISA laws have passed with **bipartisan support** in multiple jurisdictions. Lawmakers across the spectrum support the principle that **dangerous drivers should not endanger others**. ISA aligns with public safety, fairness, and fiscal responsibility — a win-win.

---

**Q9: How does this help the environment?**

**A:** By reducing rapid acceleration and extreme speeds, ISA cuts **emissions, noise, and fuel use**, while saving families from tragedy — an across-the-board public benefit.

---

**Q10: Who's leading this effort?**

**A:** The **Stop Super Speeders campaign** is led by **Families for Safe Streets (FSS)** — a national network of crash victims and survivors transforming personal tragedy into action. FSS successfully drove ISA legislation in D.C., Virginia, and Washington, and continues to lead in New York and nationwide — in conjunction with a coalition of organizations.

---

**Q11: How will this affect drivers who share cars?**

**A:** Any user of a vehicle with repeated speeding violations may trigger ISA installation for the car. All users can still drive legally, but the vehicle cannot exceed speed limits.

---

**Q13: If a driver sells or lends their vehicle, what happens?**

**A:** ISA stays with the vehicle. New owners must comply with any ongoing device requirements. Lending a car to another driver does not remove the requirement; the vehicle remains restricted from speeding.

---

**Q13: If a driver sells or lends their vehicle, what happens?**

**A:** ISA stays with the vehicle. New owners must comply with any ongoing device requirements. Lending a car to another driver does not remove the requirement; the vehicle remains restricted from speeding.

---

**Q14: How will officials monitor whether the speed-limiting device stays operational?**

**A:** Devices report compliance to the monitoring agency. Tampering or removal triggers program sanctions, including extended ISA participation, fines, or vehicle immobilization. Regular audits and vendor reporting ensure the device remains functional.

---

**Q15: What about fairness if someone else is driving?**

**A:** It's not a punishment: you can still drive legally. Lending a vehicle carries responsibilities in other contexts, such as insurance liability. ISA ensures the car itself remains safe regardless of the driver.

---

**Q16: What happens to drivers who do not install the device or try to tamper with it?**

**A:** Non-compliance is treated seriously to maintain public safety. Drivers who fail to install the ISA, operate a vehicle without it, or tamper with or remove it may face:

- Extended program participation (the ISA requirement period is increased to account for the time without compliance)
- Monetary fines or administrative penalties
- Vehicle impoundment or immobilization (e.g., wheel clamp) in severe cases

All consequences are civil or administrative; the program is designed to prevent dangerous driving, not to impose criminal penalties. Violations are handled by the designated monitoring agency (usually DMV/DOT), not law enforcement, except in rare, individualized circumstances. Data collected by the device is used only for program compliance, evaluation, and enforcement purposes.

\*Note that the specifics of each bill may be different in each state – and some may be in the bill language while others may be included during the rule-making process. The answers above may vary by state (e.g, low-income provision, privacy, penalties for non-compliance, etc. Please refer to the bill language or contact [info@familiesforsafeststreets.org](mailto:info@familiesforsafeststreets.org) if you have questions about the provisions in a specific state bill.

---

**Q17: Isn't this all about getting ISA into every car?**

**A:** Our focus right now is on making meaningful progress with repeat and extreme speeders, demonstrating that the technology works, and beginning to normalize its use. Active ISA is a proven technology that helps drivers stay within speed limits. These aftermarket devices can be installed in virtually any vehicle, making them a practical and flexible tool. Each installation represents a step forward in promoting safe driving, advancing vehicle reform, and preventing tragedies on our roads.

**Closing Message**

“Speeding is deadly. Super speeders are a known, fixable problem. ISA is a proven, life-saving solution — and the Stop Super Speeders bill gives us the tools to finally act. Let's stop preventable deaths on our roads and make our communities safer for everyone.”