



ericGARCETTI

LOS ANGELES CITY COUNCIL

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GARCETTI UNVEILS TRAFFIC SAFETY "ZIPPER AD" AT HOLLYWOOD & HIGHLAND

Councilmember Eric Garcetti kicked off the newest "zipper ad" reminding motorists to "Watch The Road" today at the corner of Hollywood and Highland. The ad reads "Slow down, your family is waiting for you," and appears periodically on the electronic zipper sign mounted on the southeast corner of the Hollywood and Highland complex.

"Every death on the road crushes not just one life but a whole family," said Councilmember Eric Garcetti, who represents the Hollywood community where the ad will air. "The seconds you save by stepping on the gas any harder than you need to don't make up for the years of devastation that come from a traffic fatality."

"Although roadway improvements and safer automobiles have reduced traffic-related injuries, human error still plays a role in over ninety percent of crashes," said Wayne Tanda, General Manager of the Los Angeles Department of Transportation. "Addressing human behavior is vital in our efforts to reduce crashes along with engineering and enforcement strategies."

"The worst part of a highway patrol officer's job takes place at the scene of an accident where there's been a fatality," said Chief John Larson of Southern Division of the California Highway Patrol. "The Watch The Road program carries an important message, and we hope that every motorist takes it to heart."

"We are pleased to support the Watch The Road program in conveying this very important safety message to everyone in our community," said Avi Shemesh, principal of CIM group, who has donated advertising space on the zipper ad at Hollywood and Highland.

In the past five years, 3550 people died on Los Angeles County roadways due to crashes. Another 440,000 sustained injuries. The aftermath of these crashes is heartrending; the cost to society is in the billions. Additionally, crashes contribute to millions of hours of unexpected traffic congestion.

Watch the Road is an education and awareness campaign designed to reduce the bad behaviors of roadway users in Los Angeles County that contribute to traffic crashes. It targets drivers, pedestrians and bicyclists in order to save lives, reduce injuries and relieve traffic congestion.

The zipper ad can be viewed in full at watchtheroad.org. Using the visual language of yellow cautionary street signage, it depicts families in different configurations to remind motorists of just who awaits them at home.

Note: The news regarding the fatal accident on the 210 Freeway broke after this release was composed. Speakers at the press conference expressed their hope and prayers for the victims of that crash.

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