# Work ZONE SAFETY general pitch email: California

**POTENTIAL SUBJECT LINE: Improving Work Zone Safety with State-Wide Outreach Campaign**

Hello, **[Name of Reporter/Producer]**

The **[Organization]** would like to pursue a potential **[TV Station/Publication] [segment/story]** to share resources and raise awareness for a work zone safety campaign which focuses on reminding commercial motor vehicle (CMV) drivers to plan their routes, stay alert, and slow down as they approach California work zones. This initiative is part of a national effort led by the U.S. Department of Transportation’s Federal Motor Carrier Safety Administration (FMCSA) and the [*Our Roads, Our Safety*](https://www.fmcsa.dot.gov/ourroads)*®* campaign.

**Here’s why the Work Zone Safety Outreach Campaign is so critical in California:**

* California has a large and complex roadway system with over 175,589 miles of public roads. This roadway system encompasses diverse environments and provides mobility for nearly 27 million licensed drivers and millions of pedestrians and bicyclists.
* California has the fifth largest economy in the world and these public roads are the foundation on which California reliably moves people and goods from one place to another.
* From 2012-2021 California has seen 146 fatal work zone crashes involving a CMV.
* Between 2008 and 2017, 1,893 fatal or serious injury crashes occurred in a work zone in  
  California. These crashes resulted in 575 fatalities and 1,634 serious injuries. Work zone  
  crashes represent 1.5% of fatal or serious injury crashes, 1.8% of all traffic fatalities, and  
  1.4% of all serious injuries over the same period.
* More recently in 2020, 15% of fatal work zone crashes in California involved a CMV.

Through a potential [**segment/feature story**], we welcome the opportunity to share these safety resources/tips and remind **[TV Station/Publication]** **[readers/viewers/listeners]** to stay alert and share the road safely, especially when driving through work zones.

I’d be happy to discuss the topic further via phone and connect you with one of our spokespeople for comment.

For more information on active work zones in the state, please see below my signature line; and for resources, check out the campaign webpage, here: <https://www.fmcsa.dot.gov/ourroads/work-zone-safety-shareable-material>

Looking forward to speaking with you.

Best,

**[Contact name]**

**[Contact phone number]**

**[Contact email address]**

**[Website, Facebook and/or Twitter presence]**

FMCSA is amplifying work zone safety messages through outlets such as billboards and audio ads, reaching drivers traveling through the following work zones areas:

* **Northern California**: Heavy construction zones in San Francisco and San Jose area
* State Route (SR) 1/US 101: North and south bound throughout the state
* SR 99: North and south bound throughout the state
* **Greater Los Angeles area**: I-5, I-10, I-15, I-110, I-405, and many others

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