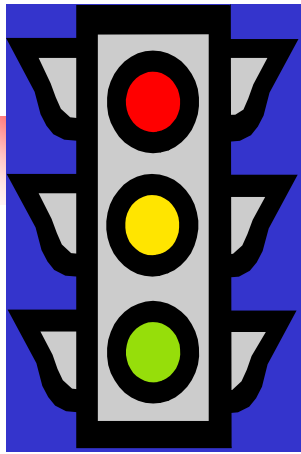
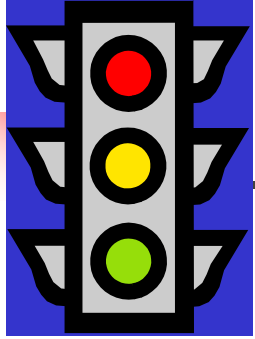


# The Lawless Driver and Automated Enforcement



The National Campaign  
to Stop Red Light Running

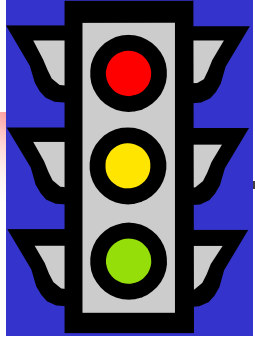
Leslie Blakey  
Executive Director



## Who We Are

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- The National Campaign is an education and advocacy initiative targeting problems of red light running and speeding at the national and grassroots levels
- Although we are funded by the photo enforcement industry, our mission is to provide objective, un-biased, scientifically based information
- Our independent Advisory Board is composed of leaders from the fields of traffic safety, law enforcement, transportation engineering, health care and emergency medicine

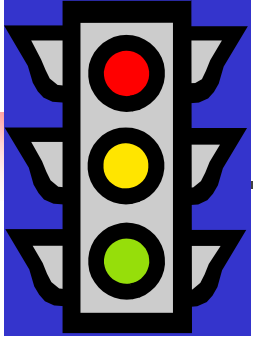


# Advisory Board

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- Barbara Harsha, GHSA
- Brian O'Neill, IIHS
- Anthony Kane, AASHTO
- Judith Lee Stone, Advocates for Highway & Auto Safety
- Harry Teter, American Trauma Society
- Ann Sweet, Survivor Spokesperson
- Bill Wilkinson, National Center for Bicycling and Walking
- Dr. Ric Martinez, Emory University & former NHTSA Administrator
- Terry Gainer, Sergeant-at-Arms, US Senate
- Hon. Allen Fields, retired Chief Justice, Republic of the Marshall Islands
- Dr. Bryan Porter, Old Dominion University
- John McGuinness, Sacramento County Sheriff
- Earl Sweeney, New Hampshire Dept. of Public Safety
- Peter Harkness, Governing Magazine
- John Ulczycki, National Safety Council
- Andy Clarke, League of American Bicyclists

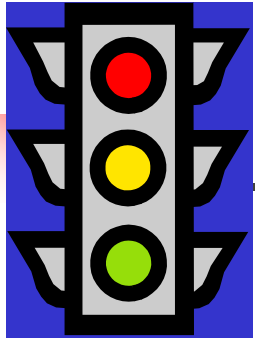
# Focus on Safety: Facts & Figures



Traffic crashes are the single most significant cause of preventable death and injury in North America.

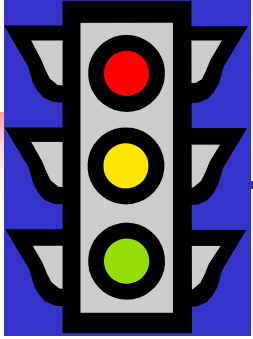
- Aggressive driving behavior, such as speeding, running red lights and ignoring school/work zone and railroad crossing warnings, result in more than 15,000 deaths, hundreds of thousands of injuries, societal costs of at least \$54 billion every year and immeasurable grief for families.
- Intersection crashes account for more than 45 percent of all reported crashes and 21 percent of all fatalities.
- Every eight hours, a driver or worker is killed in a work zone.
- At least 13,100 people died in speed-related crashes in the U.S. in 2005.

# Proven Results – Expanded Uses



- Well-documented safety benefits and effectiveness have contributed to photo enforcement's extraordinary growth.
  - 5 years ago photo enforcement programs were primarily limited to red light cameras and operated in about 70 U.S. communities.
  - Currently, 230-plus communities have programs addressing speeding (including school zones and work zones), stop signs, rail crossings and toll violations, in addition to red light running.

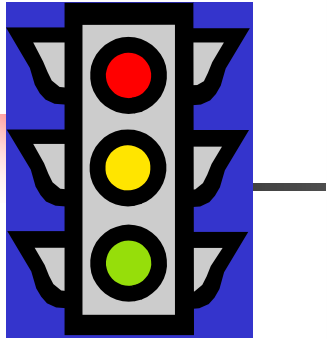
# The Squeeze on Law Enforcement



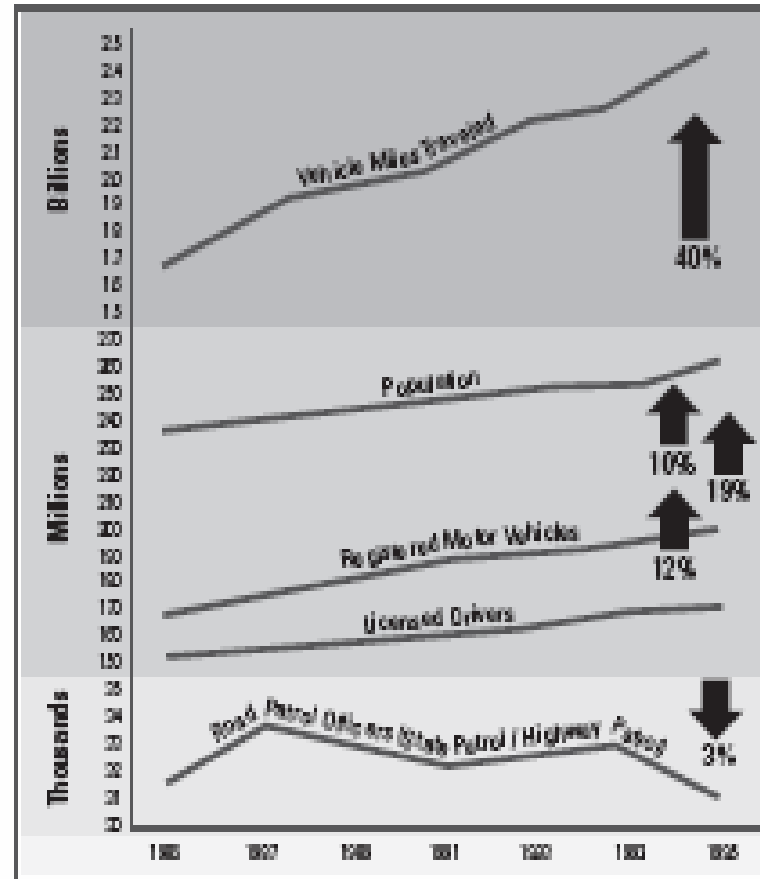
While aggressive and distracted driving continues to rise, so have the demands on law enforcement officers, leaving them with less time for traffic enforcement.

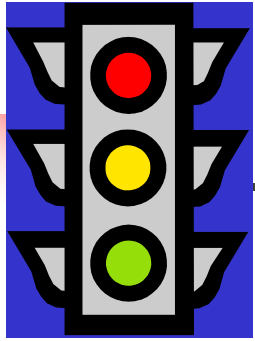
- Homeland Security
- Emergence of gangs
- New mandates (sex offender lists, etc.)
- Ongoing problems with crime and drugs spread over a larger population

## Highway Use Trends vs. Traffic Enforcement\*



Highway Use Trends vs. Traffic Enforcement 1985 – 1995





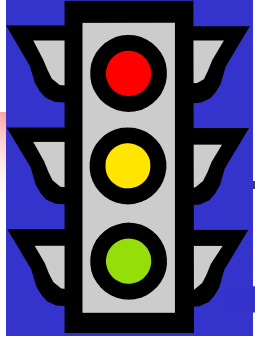
## Characteristics of Aggressive Drivers:

### My Time is More Valuable Than Your Safety

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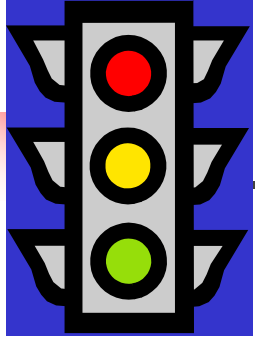
Why do people speed and run red lights?

- They're in a hurry.
- They're inattentive to their driving.
- They don't take traffic laws seriously; they don't think the laws apply to them.
- They don't view their driving behavior as dangerous.
- They don't expect to get caught.
- Some or all of the above.



## Who are “lawless” drivers?

In national surveys on speeding, the reason drivers most often gave for driving at unsafe speeds was that *they were late or behind schedule*, and about 75 percent said they had driven over the speed limit, on all types of roads, within the past month. Additionally, 68 percent of drivers felt that *other drivers'* speeding is a major threat to their own personal safety.



# Enforcement Reduces Fatalities

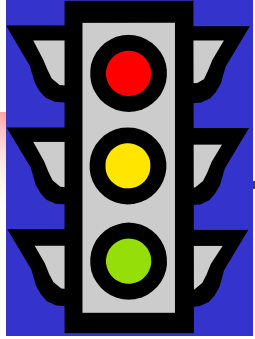
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*The Lancet, 2003:*

“One death is prevented for every 80,000 citations issued, one emergency department visit for every 1300 citations, and \$1000 in societal costs for every 13 citations...

The risk reduction in fatalities from increased traffic enforcement is greater in magnitude than that of all mandatory vehicle improvements of the last 50 years...”

- Without consistent enforcement, education and engineering can't do the job alone
- Aggressive and inattentive driving won't be reduced without consequences



## For More Information

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202-828-9100

or

Visit us on the web at

[www.stopredlightrunning.com](http://www.stopredlightrunning.com)