



Virginia Photo Red Coalition

Focus on Safety: A Practical Look
at Automated Traffic Enforcement

October 12, 2007



Coalition formed 2004

Members:

- DriveSmart Virginia (founder)
- AAA Mid-Atlantic & Tidewater
- National Campaign to Stop Red Light Running
- Virginia Department of Transportation
- Virginia Association of Chiefs of Police
- Virginia Association of Driver Education
- Virginia Municipal League
- Virginia Emergency Nurses Association
- National Association of Independent Insurers
- EMS/ Firefighters
- Center for Injury Prevention (Virginia Dept. of Health)
- Physician Injury Reduction Coalition (PIRC)
- Seven jurisdictions, part of 10-year 'pilot' study, including City of Alexandria, Arlington County, Fairfax City, Fairfax County, City of Falls Church, the Town of Vienna, and the City of Virginia Beach.



Tactics:

- State Farm poll (1-in-3 crashes happened at an intersection - impetus)
- Series of five press conferences held in state capitol buildings and intersections with high volume of red light runners
- Media relations
- Editorial campaign
- News releases
- Letters to the editor
- Police department video
- Oral & written testimony
- 'Dear Colleague' letters
- 'Ride-alongs' with police departments for targeted, skeptical legislators and reporters
- Virginia driver polls (AAA & DriveSmart Virginia)
- 'Accidental lobbyist'/ survivor advocate
- Legislative champions
- 'Red light lady'



Achievements:

- Legislative strategy & champion change
- Moved from a pilot program sunset provision to a seven jurisdiction program reinstatement to a statewide enabling bill (10,000 population minimum)
- Survivor/activist received a recognition award from City of Newport News
- Increased community interest for using photo red throughout Virginia