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This issue introduces the Campaign's fundraising website just in time for holiday shopping, examines right-on-red photo enforcement, features a new technology being used to reduce red light running and recounts a press release the Campaign issued on distracted driving.

Give back to the Campaign by giving to others

www.ShopToEarn.net/StopRedLightRunning

www.ShopToEarth.net/StopRedLightRunning

Since its inception, the Campaign has served as a knowledgeable and respectable resource, providing research, newsletters and a voice to those who believe in reducing the incidence of red light running on our roads, thereby putting an end to the fatalities and injuries it causes. We have distributed thousands of bumper stickers, posters, and photo enforcement guide books. All of these services have been provided by the Campaign at no cost to our members. **Now we need your help.**

By doing your shopping on our **ShopToEarn** & **ShopToEarth** websites the Campaign will receive cash back on a percentage of your purchase **at no cost to you!**

Visit our ShopToEarn site to see a list of well-known national retailers like Gap, Apple and Barnes & Noble; you'll find the same sales and deals as if you had gone directly to the retailer's website. ShopToEarth offers an extensive variety of organic products for our green-minded supporters.

Here's how it works: When you arrive at the Campaign's ShopToEarn website, you can select which store you would like to shop by choosing from a dropdown menu of retailers at the top of the page. The percent next to the retailer denotes the percent of cash the Campaign will receive from your purchase at that store. Upon selecting a retailer you will be navigated to that store's website to shop as you normally would — you will still receive any sales or promotions that your selected retailer was offering.

We hope that you are able to help us by doing your holiday and year-round shopping on our new web pages. Please do not hesitate to contact us with any questions: info@stopredlightrunning.com or 202-828-9100. Happy holidays and happy shopping!



www.stopredlightrunning.com

Questions, concerns raised by number of right-on-red tickets

Red Always Means Stop, but Motorists Need More Information

Communities across the country are grappling with complaints and criticism from motorists who receive photo enforcement tickets for failing to make a complete stop before turning right on red. The issue is fueling accusations that photo enforcement programs are more about money than safety.

“The photo enforcement industry is fraught with fairness problems due to a lack of uniformity, and a lack of transparency,” said Campaign Executive Director Leslie Blakey. “Holiday travel season places an emphasis on this problem when municipalities are inundated by out-of-town motorists unfamiliar with the particulars of a community’s photo enforcement program.”

Photo enforcement programs need to be clear about what constitutes a right-turn on red violation, including the importance of stopping at the stop line and if the community demands a complete stop or allows a slow creep.

Media and police are reporting that the vast majority of red light camera tickets — 60 to 100 percent in some places — are being issued for motorists not coming to a complete stop before turning right on red. Many of those who receive tickets do stop, but not at the correct stop line.

T-bone crashes, which are considered the most dangerous, typically result from motorists blowing through an intersection, not from those who turn right on red.

As a result,

- Some communities with photo enforcement programs have decided not to use the cameras to catch those who don’t come to a complete stop before turning right on red.
- One community — **Schaumburg, Illinois** — dropped their red light camera program in July after asking the camera vendor not to forward violations for right on red. That request resulted in such few violations that the city decided there was no red light running problem at the monitored intersection.
- **Lakeland, Florida** has issued a reprieve for right-turn-on-red violators who commit the violation several times before receiving their first ticket in the mail. Anyone owning a vehicle that is issued more than one right-on-red ticket within any 30-day period will only have to pay for the first ticket. After December 11th, the city will issue letters to motorists caught on film turning right on red. Once the letter has been mailed, the tape will be reviewed and a determination will be made about whether or not the turn was illegal. If it is deemed illegal, motorists will receive a ticket in the mail. If the driver made other right-on-red turns within seven days of the first, they will not receive additional tickets. A representative of the city’s camera vendor said about 80% of camera violations in the city were right-on-red.
- **Naperville, Illinois** is considering a lower fine for right-on-red violations and its camera vendor has said it is willing to consider a two-tiered system, charging less for right-on-red violations. Other communities are currently using a two-tiered system.
- Legislators in **Nassau County, New York** complained in September that they didn’t realize the photo enforcement program they recently approved would ticket right-on-red violations. Some legislators are calling for a review and a re-vote on right-turn-on-red tickets.

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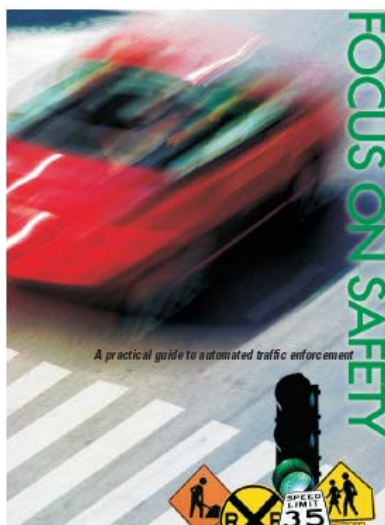
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How can communities with red light camera programs avoid making a wrong turn when it comes to enforcing right-turn-on-red violations?

- Make sure the photo enforced intersections are chosen according to crash history;
- Let the driving public know where to come to a complete stop — usually at the stop line — before turning right on red; and
- Educate the public about local policies concerning right turn on red. For example, in Lakeland, Florida, motorists are ticketed if they are photographed going more than 2 miles per hour when they turn right on red. Many cities record illegal right turns only when a vehicle is going 15 mph or faster.

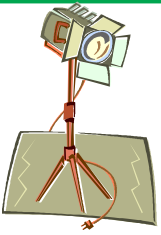
In September, the Collier County (FL) Sheriff's Department issued a press release reminding residents that failing to stop before turning right on red is not a benign offense:

"It's a maneuver that is particularly dangerous for pedestrians and bicyclists attempting to use the crosswalk. Improper right turn on red resulted in 26 bicycle and four pedestrian crashes in Collier County between Jan. 1, 2006, and Dec. 31, 2008. Nineteen individuals suffered injuries as a result of those crashes."



Focus on Safety: A practical guide to automated traffic enforcement is a comprehensive resource to help state legislators and local policymakers, law enforcement officers, highway safety advocates and community groups design, operate, and support effective photo enforcement programs.

The guide is available from the Campaign for \$9 a copy, or it can be downloaded in PDF format from the Campaign website at www.stopredlightrunning.com.



Technology Spotlight

Technology and manpower unite to decrease red light running *MOLE system aids enforcement, allows police to educate motorists*

A new technology aimed at reducing the incidence of red light running has given Pleasanton, California a way to safely enforce red light running laws and educate motorists on the risks of not abiding by them.

The technology, Mobile Officer Light Enforcer (MOLE), allows police officers to maintain proactive enforcement — unlike many traffic safety technologies, police interact with motorists immediately after committing a traffic violation. The system consists of transmitter and receiver units. Transmitters are installed in intersection traffic control cabinets and continuously stream the intersection's light status to receivers. Police officers stationed near the intersection carry one of two types of receivers: one installed in police vehicle computers and the other is a transportable Bluetooth unit that works in conjunction with a portable handheld computer. The unit can also work with current electronic citation devices, reducing the amount of units that officers need to carry in the field.

Once an officer arrives at a transmitter-equipped intersection, he can choose a location that allows a clear view of intersection stop lines, and a safe position to pull over vehicles. The receivers will automatically announce the street names of the

intersection and will display an identical map of the intersection, complete with traffic lights and their status. On the receiver's screen, the officer selects the light or lights to enforce.



Seconds prior to the enforced light turning red, a voice prompt from the receiver notifies the officer to focus his attention on the stop line. A second prompt notifies the officer when the light has turned red, allowing him to clearly determine if there was a red light running violation.

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A Pleasanton police officer observing an intersection with the MOLE receiver in hand

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Red light runners will be pulled over once their car exits the intersection, allowing the officer to interact with the driver and determine whether or not issuing a citation is the appropriate course of action.

“Interacting with an officer has multiple benefits,” said MOLE creator and provider, Santiago Quijano. “An officer stopping a red light runner has the opportunity to talk with the violator to ask why he ran the red light and check for other issues like intoxication. It is the human element that creates a long lasting learning effect potentially reducing red light running recidivism.”

The MOLE system has been used in Pleasanton, California for about two years and currently has transmitters at eight intersections. The city obtained the technology through grant funding from the California Office of Traffic Safety (OTS).

“Our city is heavily traveled and one of our biggest priorities is safety,” said Officer Chris Niederhaus. “Educating motorists plays a large role in safety. Instead of just issuing tickets, we can educate drivers on the law and the dangers of their actions.”

Niederhaus also said that the MOLE system provides officers with an alternative to trailing red light running offenders through the intersection, which endangers officers and motorists alike.

Although the city has not compiled statistics on the effectiveness of the MOLE system specifically, incidences of red light running have been declining in Pleasanton, said Niederhaus. “We installed MOLE systems in high injury collision intersections and we’ve seen a substantial reduction in injury collisions.” Niederhaus went on to say that he believes factors such as community awareness of the MOLE program and an increase in the price of California red light running tickets have also contributed to the decrease in red light running.

The MOLE system is manufactured in the United States by Auspex Technologies. To learn more about the MOLE system, please visit <http://www.auspextechnologies.com>.



MOLE software application operating on a commercial PDA

*Have information about new traffic safety technologies or research about intersection safety?
Email us at info@stopredlightrunning.com.*

Latest Campaign press release

Distracted Driving Leads to Many Red Light Running and Speeding Crashes

Cameras keep an eye on you, so you keep eyes on the road

WASHINGTON, DC (September 30, 2009) — The Department of Transportation's Distracted Driving Summit that convenes today will focus attention on a deadly trend that directly contributes to red light running and speeding crashes. The National Campaign to Stop Red Light Running joins other traffic safety leaders and initiatives in calling for a moratorium on all negligent driving habits.

But laws by themselves do not change driving behavior. Consistent enforcement holds drivers accountable for careless and irresponsible driving habits.

"The Campaign receives emails on a daily basis from survivors, or worse, family members of those who did not survive, detailing their stories – struck by a driver talking on their cell phone, sending a text message, rummaging through a bag, or changing the radio station," said Campaign Executive Director Leslie Blakey. "Photo enforcement helps people focus on the task at hand — driving."

In 2007, almost 900 people were killed and an estimated 153,000 were injured in crashes that involved red light running. Speeding was a factor in 32% of motor vehicle crash deaths in the U.S. that same year.



Ann Sweet's daughter, Shawnee

For people like Campaign National Survivor Spokesperson Ann Sweet, these statistics are more than numbers; they represent loved ones lost due to distracted driving. "My daughter, Shawnee, is no longer alive because of a distracted driver who ran a red light," said Sweet. "People often forget that taking your eyes off the road, even if only for a moment, can impact the lives of many. There was no attempt by the red light runner to even slow down before he crashed into Shawnee's car, killing her instantly."

The Campaign would like put an end to the avoidable deaths and injuries that plague our roads. Advanced technologies, such as photo enforcement cameras, provide a practical solution to helping end distracted driving.

Just today, Montgomery County, MD, announced that after one year, collisions near speed camera sites dropped by 28% and average speed decreased on roads with enforcement cameras. The full speed camera report can be viewed at www.montgomerycountymd.gov/olo.