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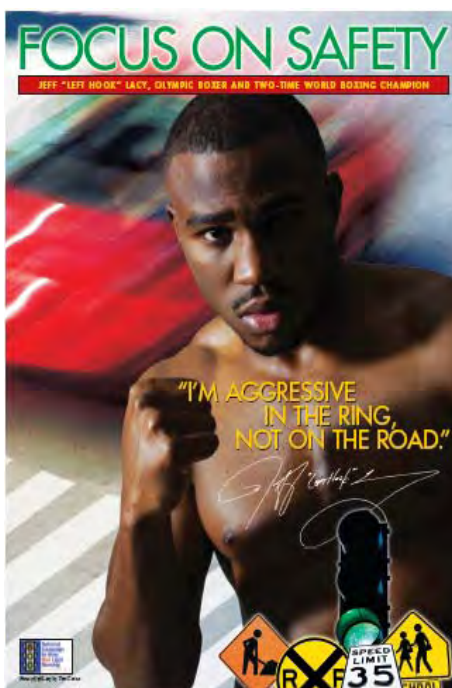
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This issue focuses on a new automated traffic enforcement guide, a new boxing poster, National Stop on Red Week activities, and an AP article about camera programs in Virginia.

A Double Debut for National Stop on Red Week **National Campaign to Unveil New Guidebook & Boxing Poster**



The National Campaign to Stop Red Light Running is pleased to announce next month's launch of its new photo enforcement guide and the kickoff of a public outreach effort that features a professional boxer.

The guide, "Focus on Safety: a practical guide to automated traffic enforcement," will be released Aug. 7 during a press conference at the National Press Club in Washington, DC.

Also unveiled that day will be a poster featuring Olympic boxer and World Champion Jeff "Left Hook" Lacy superimposed on the cover of

the guide. Lacy will attend the press event.

"We welcome Jeff to the ranks of baseball stars who in past years have helped publicize Stop on Red Week," said Leslie Blakey, Campaign executive director. "We are delighted to branch out to other sports. Because professional athletes are often looked upon as role models, their leadership can make a tremendous difference to traffic safety."

See page 3 for more information on the new guide and the boxing partnership.

The Campaign Needs Your Support!

As many of our readers know, the National Campaign was started in 2001 in response to a clear lack of public understanding of the red light running problem and to counter misrepresentations of photo enforcement technology by opponents.

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**2007
NATIONAL
STOP ON RED
WEEK
AUG. 5th – 11th**

www.stoppedlightrunning.com



2007 National Stop on Red Week Activities

In addition to the National Campaign's activities, communities around the country are calling attention to Stop on Red Week. Many are using the Campaign's bumper stickers. Here are a few examples.

City of DeBary, Florida — Plans to hand out *I Stop on Red* bumper stickers as part of National Night Out on Tuesday, August 7.

Prescott Valley, Arizona — Police plan to place *I Stop on Red* bumper stickers on their patrol vehicles and hand them out at the police department and town hall. Prescott Valley police tell us that the town's June accident statistics show a 29 percent decrease of injury related accidents, compared to a year ago, and red light violations at the town's red light camera intersection went from 561 in March of 2007 to 28 in June of 2007!

Delaware — As part of its statewide campaign against aggressive driving, the state's Office of Highway Safety will focus on the problem of red light running, including the distribution of *I Stop on Red* bumper stickers through their office and statewide trauma system coordinators.

How You Can Help Promote National Stop On Red Week August 5 – 11, 2007

- Make intersection safety part of any National Night Out activities planned for your community.
- Order *I Stop on Red* bumper stickers and place them on your vehicle (*see ordering information on page 3*).
- Urge your local police to conduct red light running enforcement sweeps and hold a press conference to announce the results.
- Ask your local city council to approve a proclamation in support of National Stop on Red Week (a sample is available from the Campaign).
- Encourage family and friends to wear red ribbons and tie them to vehicle antennas for the duration of National Stop on Red Week.
- If your city has red light cameras near school zones, ask the city if school children could paint designs on the camera poles.
- Ask local banks or businesses with scrolling message lightboards to display Stop on Red Week safety messages.
- Motivate drivers to sign a pledge to stop running red lights. Deliver the pledges to local city or police officials during a press event.
- Urge local newspapers, TV and radio stations to report the national and local human and financial costs of red light running crashes.

Please drop us an email at info@stopredlightrunning.com and let us know how your locality plans to observe Stop on Red Week.

Campaign Bumper Stickers Now Available

Order your bumper stickers today and distribute them during National Stop on Red Week.



www.stopedlightrunning.com

We have produced a limited number of the bumper sticker shown above that are available at no cost. To order, send your name, address and how many bumper stickers you want via email to: info@stopedlightrunning.com or call us at 202-828-9100.

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New Guidebook—August release Focus on Safety

"Focus on Safety: A Practical Guide to Automated Traffic Enforcement," reflects the advances in technology and growth in applications of photo enforcement that have occurred during the past five years.

The previous 2002 guide, "Stop on Red = Safe on Green: A Guide to Red Light Camera Programs," focused on red light camera programs, which were operating in about 70 communities. Since then photo technology and its application to traffic enforcement have experienced tremendous growth in the U.S.

As of July 2007, photo traffic enforcement programs were operating in more than 200 U.S. communities and the use of photo enforcement had expanded to address speeding (including high-risk areas such as school zones and highway work zones) and failure to stop at rail crossings. Accordingly, the focus of this update of the 2002 guide has expanded to include these new enforcement technologies.

The new guidebook offers 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 will be available in PDF format at www.stopedlightrunning.com.

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New Poster for 2007 Professional Boxer Promotes Traffic Safety

The National Campaign is delighted to have Jeff "Left Hook" Lacy join its efforts to curb aggressive driving, particularly speeding and red light running.

The 30-year-old boxer, a native of St. Petersburg, Florida, is a hard hitter in the Super Middleweight division. His record stands at 22 wins (17 by knockout) and one loss. He was a member of the 2000 United States Olympic boxing team, won the IBF Super Middleweight Title in 2004 and the IBO version of the title in 2005.

"I'm happy to be part of the National Campaign to Stop Red Light Running," Lacy said. "I know from personal experience that aggressive driving is typical behavior for too many young people. I hate to admit it, but I liked to drive too fast when I was younger. I have hurt a few people in the ring but, thankfully, never on the road.

"I've realized the importance of obeying traffic laws and want to encourage other young people to do the same. The road is not the place to act tough."

Limited quantities of Lacy's poster will be available through the Campaign at www.stopedlightrunning.com. Also available are posters from past years that feature professional baseball players.

Available through the Campaign

Red Light Running Crash Footage and Photo

With the help of the Insurance Institute for Highway Safety (IIHS), the Campaign is offering a red light running crash photo and footage to assist those communities observing Stop on Red Week 2007. The footage consists of a T-bone crash at 31 mph, conducted at the IIHS test facility. Also available is a still photo (pictured below) of a red light running crash.

This type of B-roll video can be useful with local media that desire background footage to use when covering a press conference or other Stop on Red Week-related events. When making a request through the Campaign, please include the name, address and telephone number of where the video footage/still photo should be sent.



A Way to Reach Young Drivers

Traffic Safety Message to be Part of Back-to-School Materials

Campus police at the University of North Florida in Jacksonville, Florida, plan to welcome students to the fall term with a reminder to stop for red lights. During the university's Week of Welcome in late August, the police will hand out *I Stop On Red* bumper stickers to students and their parents. See page 3 of this newsletter for how to order bumper stickers for your community.

The Campaign Needs Your Support!

(continued from page 1)

Over the past six years the Campaign has assisted communities and traffic safety proponents in virtually every state in raising awareness and advocating for state and local authority to use photo enforcement.

The Campaign is entirely supported by contributions from the private companies who provide photo enforcement systems and services to jurisdictions nationwide. These companies make an annual financial commitment with no strings attached, so that the Campaign policies and advocacy positions can properly reflect the views and expertise of our unpaid, voluntary Advisory Board of traffic safety experts.

Unlike most traffic safety education organizations, we receive no government funds. Nor do we receive funds from foundations and the like. Instead, we have relied on the members of the photo enforcement industry to recognize the general benefit of educating the public about the problems of red light running and aggressive driving and the efforts we make to ensure that photo enforcement as a tool is available to all communities.

That we maintain an arm's length relationship to our donors is evidenced by the fact that we have consistently maintained neutrality on the subject of vendor technology, services and products, and have always responded to requests from localities equally, regardless of which company benefits from a photo enforcement contract that may or may not be in place.

Unfortunately, not all members of the photo enforcement community support the concept of funding public outreach, and this greatly restricts the opportunities we can foster and the materials we can provide. With back-to-school just a short time away, Stop on Red Week is a great time to get the basic safety message out to parents, kids and drivers, young and old. But all too often, the Campaign is forced by lack of funding to turn away requests for public outreach help.

So, this year we want to thank Affiliated Computer Services (ACS) and Redflex Traffic Systems for their generous support over the years and, if either of these companies is your community's contractor, we ask you to let them know that you appreciate their support of this important safety awareness effort. If another company is getting your photo enforcement business, we hope you'll also let them know that the National Campaign to Stop Red Light Running is a valued part of your safety efforts.

Legislative Update — July 2007

If there is legislation pending in your state that is not listed here, please contact the Campaign at (202)828-9100 or info@stopredlightrunning.com.

RED LIGHT RUNNING SAFETY CAMERAS

Alabama: HB 145 (Collier) would authorize the City of Mobile to use red light cameras. Referred to the Committee on Mobile County Legislation. Approved and referred to the full House. **Died in the House May 29th.**

HB 595 (Bentley) would allow the cities of Gadsden (north of Montgomery) and Tuscaloosa (northwest of Montgomery) to install red light camera. **Died in the House May 29.**

Florida: HB 1247 (Reagan) creates “Mark Wandall Traffic Safety Act” to authorize counties and municipalities to enact ordinances permitting the use of photographic traffic infraction detectors. Filed on 3/01/07. Referred to the House Economic Expansion and Infrastructure Council. Hearing held on 4/20/07. Approved by a vote of 14-0 on 04/20/07. Referred to the House Policy and Budget council. **Died in committee 5/04/07.**

SB 2558 (Bennett), companion bill to HB 1247. Filed on 3/02/07. Referred to the Senate Transportation and Community Affairs Committee. **Died in committee 5/04/07.**

Texas: SB 1119 (Carona) gives cities the legislative authority to operate red light camera programs but prohibits contracts that base vendor compensation on the number of citations issued. Fines would be capped at \$75. After covering costs associated with running the program, half the money derived from the program will go directed to trauma care. Cities using red light cameras have two years to prove they promote safety or remove them. Prior to camera installation, cities must study intersection traffic volume, collision history, and frequency of red light violations. Approved by the Senate and the House and **signed by the governor June 15. Law goes into effect Sept. 1.**

HB 1052 (Callegari) requires that cities with red light camera programs post warning signs at least 100 feet from the intersections where red light cameras are in use. Approved by the Senate and the House and **signed by the governor June 15. Law goes into effect Sept. 1.**

Ohio: HB 30 (McGregor) would require any community using red light or speed limit enforcement cameras to post signs at every community entry point. Introduced on 2/20/07. Referred to the House Committee on Infrastructure, Homeland Security and Veterans Affairs. **Approved by the House 6/27/07 and introduced in the Senate 7/2/07.**

Oregon: HB 2508 (sponsored by the Committee on Judiciary by request of Oregon Association Chiefs of Police) would lift current restrictions that allow only Newburg and cities with populations of more than 30,000 to install and operate the cameras. The bill would allow cities of any size to use the cameras. Approved by the House and the Senate 6/19/07 and forwarded to the governor. **Signed by the governor 6/26/07.**

SPEEDING SAFETY CAMERAS

Oregon: HB 2466 (Lim) allows a group of jurisdictions to install photo enforcement for speeding. The law stipulates that the cities have to install warning signs and can only use the cameras for a limited time each day. **Signed by the governor 6/26/07.**

Texas: HB 922 (Truitt) bans the use of automated enforcement for use against speeding. Passed by the House 5/2/07. Passed by the Senate 5/21/07. **Signed by the governor 6/15/07.**

Some Va. localities reviving or establishing red-light cameras

By Larry O'Dell, Associated Press Writer, July 12, 2007

RICHMOND, Va. — Several Virginia localities are in the early stages of establishing or reviving traffic light monitoring systems that use cameras to catch red-light runners, highway safety advocates say.

Legislation allowing localities across the state to implement so-called "photo red" programs took effect July 1. The technology allows cameras to snap photos of cars that run stoplights. The license plate number is used to identify the car's owner, who gets a ticket in the mail.

Pilot programs allowing photo-red enforcement in several northern Virginia localities and Virginia Beach expired July 1, 2005. Measures to reinstate those programs or expand them failed until last winter, when the General Assembly passed a bill authorizing photo red statewide.

"We've known from the beginning that the localities that had it previously wanted to reinstate it," said Dana Schrad, executive director of the Virginia Association of Chiefs of Police.

They apparently will be joined by some newcomers. Newport News officials have chosen three busy and dangerous intersections for photo-monitoring. Richmond Police Chief Rodney Monroe has said he would like to have cameras at two or three intersections by the end of the year, although no official action has been taken.

Nancy Rodrigues of Virginia Association of Driver Education and Traffic Safety said Thursday that she has been surprised by news reports that some localities that had never expressed an interest in photo red are now considering it.

However, it takes a while for the political, regulatory and procurement processes to work, so cameras aren't going up immediately.

"It's still a little bit soon," said Leslie Blakey, executive director of the National Campaign to Stop Red-Light Running. "It will probably take even those who had programs before several months to establish programs."

Bob Otten, traffic enforcement supervisor in Fairfax County, agreed. He said it could take the county about a year to get the program up and running again, in part because the locality's annual budget was passed before the photo-red law.

Also, the county might replace its old system with more advanced technology, he said.

Traffic safety advocates say the cameras reduce red-light running, therefore decreasing the number of injuries from broadside collisions.

"We feel that because we had up to a 70 percent reduction in red-light running at some intersections, the message was getting across," Otten said.

Opponents have argued that the use of cameras is an Orwellian invasion of privacy, and that the decrease in broadside collisions is at least partially offset by an increase in rear-end collisions.

A new study by the Virginia Transportation Research Council confirmed that photo enforcement decreases red-light running crashes but increases rear-end crashes, but found that results significantly vary by jurisdiction and intersection.

"These results cannot be used to justify the widespread installation of cameras because they are not universally effective," the council says in its report. "These results also cannot be used to justify the abolition of cameras, as they have had a positive impact at some intersections and in some jurisdictions."

The council, a partnership between the Virginia Department of Transportation and the University of Virginia, recommends making photo-red decisions on an intersection-by-intersection basis after careful study.

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