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This issue features articles on: recent major endorsements of photo enforcement; the need to safely share the road with increasing numbers of bicyclists; one woman's campaign to stop red light running; a study showing that speed cameras increase road efficiency; and much more.

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Two major safety groups lend support to automated enforcement

Photo enforcement endorsements

During the past few months photo enforcement has received important endorsements from the National Safety Council (NSC) and the National Highway Traffic Safety Administration (NHTSA).

Representatives of NSC's 50,000 member organization adopted the new policy supporting red light cameras and speed cameras for traffic safety at its recent annual meeting in Anaheim, California.

"We applaud the Council's endorsement of photo enforcement," said Campaign executive director Leslie Blakey. "By weighing in on this issue, the NSC continues to demonstrate its commitment and contribution to traffic safety."

"Numerous peer-reviewed scientific studies have concluded that automated enforcement, including red light cameras and speed cameras, is proven to reduce traffic crashes, injuries and deaths," Janet Froetscher, NSC president & CEO, said in a press release. "This policy demonstrates that the NSC will continue to be a national advocate for best practices proven to save lives. We now will work with our local chapters and other traffic safety leaders across the country to encourage the passage of laws to expand the use of these life-saving technologies."

The National Safety Council (www.nsc.org) saves lives by preventing injuries and deaths at work, in homes, communities and on the roads, through leadership, research, education and advocacy. *See a copy of the new photo enforcement policy statement on page 2.*

The benefits of speed cameras are further acknowledged by a federal report on speed enforcement camera systems. The report, produced by National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration, provides operational guidelines and notes that "Automated speed enforcement systems are an important element in speed management and can be a very effective countermeasure to prevent speeding-related crashes." It notes that cameras should be used as a supplement to, not a replacement for, traditional enforcement operations.

(continued on page 2)

Safety groups endorse photo enforcement

(continued from page 1)

Among the advantages to speed cameras, NHTSA noted: the ability to increase safety for law enforcement officers by using speed cameras in areas where traditional traffic stops are dangerous or infeasible; the ability to continuously enforce the speed limit; and reductions in traffic congestion sometimes caused by driver distraction at traffic stops.

The NHTSA report focuses on principles for effective and responsive programs. It includes the crucial components for a speed camera program, from planning and startup to violation processing and adjudication and program evaluation.

A complete copy of NHTSA's *Speed Enforcement Camera Systems Operational Guidelines* can be found at <http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.b667872a33dbc6bbbf30811060008a0c/>.

See page 6 for information about a new IIHS PowerPoint presentation about speed camera enforcement.



National Safety Council Position/Policy Statement

Support of Automated Enforcement

The National Safety Council recognizes that speeding, running red lights, ignoring school and work zones and railroad crossing warnings annually result in more than 15,000 deaths, hundreds of thousands of serious injuries, societal costs of at least \$54 billion and immeasurable grief for American families. The National Safety Council supports the use of automated enforcement of red lights and speed limits solely for its safety benefit. Prior to implementing automated enforcement systems, NSC encourages communities and states to adopt best practices for their use, including engineering, maintenance, calibration, yellow light timing, testing, camera placement and use of photos only for traffic safety and pursuit of criminal activity. Communities and states implementing automated enforcement also are encouraged to establish procedures to evaluate and improve effectiveness.

This position statement reflects the opinions of the National Safety Council but not necessarily those of each member organization.

Approved, September 20, 2008

Petition Drive Continues

Send a Safety Message to National Leaders

Do your part and take a stand against aggressive driving! Let our national leaders know that there's no place on our roads for aggressive driving. Add your name to the petition at www.stopredlightrunning.com urging the Federal government to encourage states to adopt photo enforcement laws that help police crack down on aggressive driving. More than 500 of you have done so already. The Campaign will compile the petitions and present them to the President and national traffic officials in 2009. Here's what the petition says:

"I support safe driving and enforcement to ensure that people stop for red lights and do not speed. The federal government should be leading the way by encouraging states to adopt automated enforcement laws to help police crack down on aggressive driving."

On the website we ask for your name and contact information. We must have your name and address for your name to be added to the petition. Please note that we will not sell or use your personal information for any purpose other than the petition. The petition was included as part of an article on red light running that appeared in the August 2008 issue of Ladies' Home Journal.

The following is taken from a press release issued by the National Campaign to Stop Red Light Running

Speed Cameras Shown to Increase Road Efficiency

Photo Enforcement Results in Lower Speeds, Safer drivers, Shorter Drive Times, Economic Savings

WASHINGTON, D.C. (September 18, 2008) — Although drivers tend to slow down when driving through a photo enforcement zone, a recent study shows that speed cameras actually reduce travel time and improve travel time reliability. The landmark study is the first in the U.S. to analyze multiple effects on driver behavior, travel time, societal costs, and road safety.

The study, which became available to the public this summer, looked at a trial photo enforcement program on a segment of Arizona State Loop 101 in Scottsdale. The program — the first in the U.S. to use fixed-site speed cameras on a freeway — ran from January through October 2006 and cited drivers going at least 11 miles over the 65 mph speed limit.

Simon Washington, the Arizona State University engineering professor who co-authored the report, found that the speed camera program “not only improved safety but also improved mobility through travel time savings, improved travel time reliability, and reduced travel time uncertainty.”

The report found that during the nine month speed camera trial program

- mean traffic speeds were reduced by nine mph
- total crashes were reduced by 44% to 54%
- injury crashes decreased by 28% to 48%

The annual estimated safety benefits ranged from \$16.5 to \$17.1 million, based on medical costs, quality of life costs and other costs (lost productivity, wages, long-term care, etc.).

The report estimated that the reduction in crash frequency saved approximately 1,336 vehicle-hours a year when crashes blocked one lane and 45,060 vehicle-hours a year when crashes blocked two lanes. The annual benefit of travel time savings ranged from a low of \$20,040 (one-lane blockage crash assuming \$15/hr value of travel time savings) to a high of \$901,200 (two-lane blockage crash assuming \$20/hr of travel time savings).

The six speed cameras (three facing in each direction of traffic) produced a clear change in driving behavior. The average number of daily speeding detections per camera was

- 162.2 during the *warning* period;
- 129.7 during the *program* period;
- 1,482.4 during the *after* period; and
- 134.68 during the *reactivation* period.

“This study confirms what we have believed all along,” said Barbara Harsha, Executive Director of the Governors Highway Safety Association (GHSA). “By reducing crashes, photo enforcement not only saves lives but also enhances traffic flow and shortens time in the car.”

“Evaluation of the City of Scottsdale Loop 101 Photo Enforcement Demonstration Program” can be found at http://www.azdot.gov/TPD/ATRC/publications/project_reports/PDF/AZ684.pdf. In addition to Washington, other co-authors are Kangwon Shin and Ida van Schalkwyk from Arizona State University. The report was prepared for the Arizona Department of Transportation in cooperation with the U.S. Department of Transportation and the Federal Highway Administration.



Tragedy leads to political and traffic safety advocacy

Mary Taylor's story

Thanksgiving will mark the second anniversary of the worst day in Mary Taylor's life. On Thanksgiving Day, 2006, Mary learned that her husband, Nelson, 45, and only child, 20-year-old Andrea, had been killed by a red light runner. The crash occurred shortly after Nelson picked up Andrea from her dorm at Huston-Tillotson University in Austin, Texas, where she was studying music.

Andrea and Nelson were killed instantly when the red light runner's Dodge Ram slammed into the Taylor's 1989 Subaru. The driver of the pickup truck didn't even receive a traffic ticket.

For Mary, any sense of justice is elusive. Since the crash, she has searched for ways to help others avoid the horror she has endured. She wants to find a way to help reduce the senseless deaths and injuries caused by aggressive drivers; she wants to help establish more accountability and stiffer penalties for red light runners.

Mary said this week that she is working for more enforcement and more diligent prosecution of people whose disregard for traffic laws result in death or serious injury. She is meeting with Texas legislators to try to drive home the seriousness of red light running and the need for legislative action to hold red light runners accountable.

Mary said she doesn't feel that she is doing enough, but then she rattles off a list of all the avenues she is pursuing to bring the red light running problem to the fore. In addition to meeting with legislators she has developed her own "Stop on Red, No One Dead" bumper stickers; she has a blog at <http://www.stopatred.blogspot.com/> and a MySpace page at <http://www.myspace.com/istoponred>; she volunteers at a free grief support organization in Austin; and she is meeting with victims' advocates groups to find out how she can get a group started for red light running victims.

This Thanksgiving remember Mary and all of the folks who will face empty chairs at their dining room tables.



Mary Taylor placed two chairs by the highway Thanksgiving 2007, representing the empty chairs at her table. They were later stolen. Mary plans to replace them before this Thanksgiving.



Photo by the Austin American-Statesman



Nelson Taylor



Andrea Taylor

With more bicyclists on the road, intersection safety more important than ever

Faced with soaring gas prices, many commuters have traded in the gas pump for the air pump to tune-up their previously sedentary bicycles. According to a national study conducted by the Bikes Belong Coalition, 95% of bicycle shops said their customers attributed high gas prices to the purchase of new wheels this summer.

The shift to cycling brings new responsibilities. “People who are pulling old bicycles out of the garage really need to take them to a bike shop to make sure that they are properly working,” said Avery Stonich, Marketing and Communications Director of the Bikes Belong Coalition.

Additionally, it is up to bicyclists (old and new) to educate themselves. “The streets are very different now from the way they were 20 years ago. We are trying to make sure that we get the word out about the rules of the road and basic riding techniques so that people enjoy the experience,” said Andy Clarke, Executive Director of League of American Bicyclists. “You are and should be treated exactly the same as if you’re behind the wheel of a car — you have the same rights and responsibilities.”



Photo courtesy of the League of American Bicyclists

That includes stopping at red lights and stop signs. According to a study completed by the U.S. Department of Transportation’s Federal Highway Administration, 21.7% of crashes experienced

by motorists and cyclists result from a motorist failing to yield — meaning the motorist enters an intersection and fails to stop at a traffic signal, striking a bicyclist who is traveling through the intersection. Equally alarming, 16.8% of crashes involving motorists and cyclists result from a bicyclist failing to yield at an intersection. This means that 38.5% of motorist-bicycle crashes could be eliminated simply by stopping at red lights and stop signs.

If you’re considering making the switch from four wheels to two, there are some simple tips to avoid injury. Stonich’s top three rules: wear a helmet, ride within the rules of the road, and be predictable. “[Bicyclists] need to be comfortable on the road,” said Stonich. “The truth is, people really need to feel safe to want to ride.”

Bicyclists “are somewhat vulnerable to drivers’ behavior,” said Clarke. “Be predictable, be visible, be ready for that idiot who is going to run a red light or stop sign; don’t be intimidated, but be ready for that.”

“We are all in this together,” said Clarke. “It’s not about bicyclists or motorists. We all benefit from safe driving.”



Photo courtesy of the League of American Bicyclists

The following Letter to the Editor by Adrian K. Lund appeared in the September, 2008, issue of *The Nation's Health*, a publication of the American Public Health Association. Lund, who is president of the Insurance Institute for Highway Safety, is responding to an article in the *Florida Public Health Review* entitled, "Red Light Running Cameras: Would Crashes, Injuries and Automobile Insurance Rates Increase If They Are Used in Florida?" authored by Barbara Langland-Orban, Etienne E. Pracht, and John T. Large. The Langland-Orban report argues against using photo enforcement to curb red light running. See the April 2008 issue of *Safety Focus* for another reaction to the Langland-Orban article.

Findings in red light study not conclusive

The public health community should tout our contributions to society, but only when conclusions are based on sound science. The University of South Florida report on red light cameras (*The Nation's Health*, May 2008) doesn't meet the test.

It's not challenging to make news with counterintuitive conclusions contradicting established research. Reporting that safety belt laws increase highway deaths might grab headlines, but what if false results based on poor research methods were used to change policies?



The report from Florida isn't new research. It's an opinion piece based on several existing studies dismissed by experts in the highway safety field as having serious methodological flaws.

In one study from Greensboro, N.C., for example, researchers treated data from intersections with and without cameras as if the cameras had been randomly assigned to their locations. In fact, officials in Greensboro installed cameras at intersections with higher crash rates — more than twice as many crashes as other intersections in the city before the cameras were installed. The study ignored this difference and concluded that because crashes at intersections with cameras outnumbered those at the comparison sites, the cameras must be the culprits. Another study cited in the report also reached dubious conclusions because the methodology used wasn't applied correctly.

Such pitfalls are avoided by relying on methodologically sound photo enforcement studies subjected to peer review. Unlike the research cited in the Florida report, these studies have been thoroughly critiqued by impartial experts to determine the validity of the methods and appropriateness of the conclusions.

Few public health problems take as great a toll as motor vehicle crashes. We need sound scientific evaluations to help guide policy-makers on effective countermeasures. It's not just our opinion that red light cameras make intersections safer; the solid research shows that they do. The Florida report should be an embarrassment to public health researchers, not a point of pride.

Adrian K. Lund, PhD
Arlington, Virginia
President, Insurance Institute of Highway Safety

New speed enforcement PowerPoint presentation

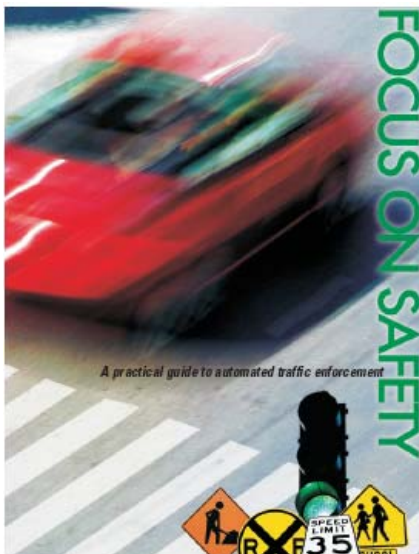
A workshop at the Sept. 9, 2008, annual meeting of the Governors Highway Safety Association featured a speed enforcement presentation by Anne McCartt, senior vice president for research at the Insurance Institute for Highway Safety. To see *Speeding and Speed Enforcement: Turning Knowledge into Action*, go to <http://www.stoppedlightrunning.com> or <http://www.ghsa.org/html/meetings/annual/2008/presentations.html>.

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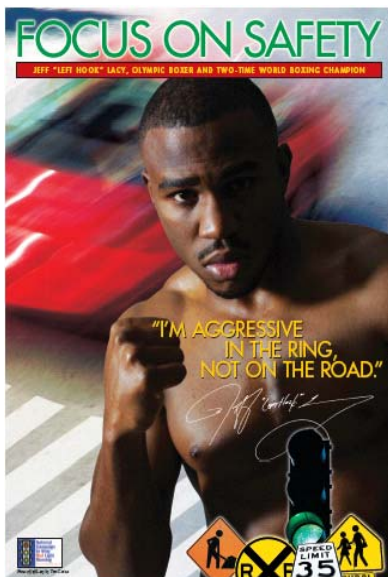
www.stopredlightrunning.com

To order, send your name, address and how many bumper stickers you want via email to: info@stopredlightrunning.com or call us at 202-828-9100. It's free for quantities of 25 and under. Larger orders will be charged only for mailing expenses.



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.



Order our **latest poster** of Jeff "Left Hook" Lacy, a former Olympic boxer and IBF Super Middleweight champion. To request a poster, please contact the Campaign at 202-828-9100 or by email at info@stopredlightrunning.com.

Include your name, email, mailing address and how many you would like. The posters are free, but we ask that those requesting posters pay the shipping charges, which are minimal.

Legislative Update — October 2008

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

ARIZONA: HB 2250 (Weiers), introduced 1/22/08, would ban motorists from using plastic covers, sprays, and other substances that obscure license plate images, making it difficult to be ticketed using automated enforcement mechanisms. Passed House 6/28/08, awaiting Senate final passage.

CALIFORNIA: S432 (Lowenthal) would have required the minimum yellow light change interval at intersections using automated enforcement systems be established in accordance with the California Manual on Uniform Traffic Control Devices; currently the minimum yellow light change interval at these intersections is in accordance with the Traffic Manual of the Department of Transportation. Vetoed 9/30/08 by governor due to time constraints at end of legislative session.

MASSACHUSETTS: HB3512 (Honan) would allow communities to contract with companies to install automated enforcement cameras. Violators would received a \$25 fine, which is reduced from the normal \$100, and insurance companies would not be notified. The bill died in committee when the session ended 7/31/08.

OHIO: HB30 (McGregor) requires communities using red light or speed limit enforcement cameras to post signs at every community entry point. It also requires the timing of the yellow lights or yellow arrows of traffic lights at intersections with photo enforcement to exceed by one second the applicable provisions of the Ohio Manual of Uniform Traffic Control Devices. Effective 3/12/09.

Have you or someone you know been involved in a red light running incident?

After numerous emails and phone calls from survivors and their friends and families this year, the National Campaign is re-energizing its red light running survivors' network. Let us know if you'd like to be involved, how the network can help you, and what you'd like to see accomplished. Drop us an email at info@stopredlightrunning.com or visit the webpage at http://stopredlightrunning.com/html/crash_survivors.htm.



Want to be featured in a future Safety Focus newsletter? Email info@stopredlightrunning.com and let us know what your community is doing to help stop red light running. We want to hear from you!