

S A F E T Y F O C U S

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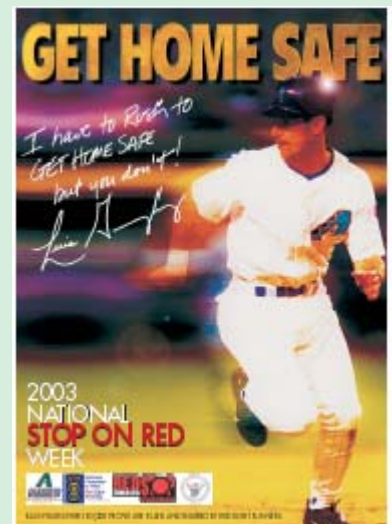
Peter Harkness

Editor and Publisher
Governing Magazine

National Stop on Red Week 2003 August 30-September 5, 2003

The National Campaign to Stop Red Light Running is teaming up with local red light running prevention groups and Major League Baseball teams in three cities to mark National Stop on Red Week. The Campaign will hold morning news events at dangerous intersections in Phoenix, AZ; Baltimore, MD; and Los Angeles, CA followed by Stop on Red Night at the Ballpark events with the Arizona Diamondbacks, the Baltimore Orioles and the 2002 World Champion Anaheim Angels.

High profile players from each baseball team have agreed to participate in a poster and billboard campaign with a "Get Home Safe" theme. The posters will be given to fans as they enter the stadium and five billboards will be placed in each city, courtesy of the Outdoor Advertising Association of America.



Arizona Diamondbacks poster featuring left fielder Luis Gonzalez

The Campaign will also participate in a kickoff event in Garland, TX where city and law enforcement officials will launch a red light photo enforcement program and highlight National Stop on Red Week. Leslie Blakey, Executive Director of The National Campaign to Stop Red Light Running, will speak at the event from a national red light running prevention perspective.

SEE PAGE TWO
FOR A STOP ON
RED WEEK
CALENDAR OF
EVENTS.

STOP ON RED WEEK EVENTS: *Please attend to show your support!*

Each year, National Stop on Red Week is held to educate Americans about the dangers of running red lights and to focus on effective solutions to deter this dangerous and often deadly behavior. This year National Stop on Red Week coincides with the Labor Day holiday and the start of the school year. As holiday traffic fatalities generally increase and as our children head back to school, it is an especially important time to stop on red.

While National Stop on Red Week is sponsored by the Federal Highway Administration and the American Trauma Society, the success of the program is focused on local efforts across the country. For information regarding events in your area, contact your local chapter of the American Trauma Society (www.amtrauma.org) or your state highway safety office. Please contact The National Campaign to Stop Red Light Running if you are interested in planning an event in your area and we will try to assist you.

WEDNESDAY, AUGUST 27: PHOENIX, AZ

MORNING NEWS EVENT – 9:00 A.M. AT THE INTERSECTION OF 35TH AVENUE AND McDOWELL ROAD

The National Campaign to Stop Red Light Running and the Red Means Stop Coalition of Phoenix will hold a news event to release new red light running crash statistics from the Arizona Department of Transportation and to highlight the problem of red light running and effective solutions such as photo enforcement. Although Phoenix ranks number one in the nation as the city with the highest number of red light running fatalities, the community has been working hard to reverse that deadly trend. The **Arizona Diamondbacks** have been tremendously helpful in highlighting red light running prevention and will be presented with an award at the news event for their efforts. United States Senator **John McCain** (R-AZ), Phoenix Mayor **Skip Rimsza** and Diamondbacks' General Manager **Joe Garagiola, Jr.** have been invited to join law enforcement officials, the trauma community and red light running prevention advocates at this event. The Campaign's national survivor spokesperson, **Ann Sweet**, will join **Robert Bohm**, President of the Red Means Stop Coalition, in speaking at the event.

STOP ON RED NIGHT AT BANK ONE BALLPARK WITH THE ARIZONA DIAMONDBACKS

Come watch the Diamondbacks as they host the San Diego Padres (Game time 6:37 p.m. MT) and team up with the National Campaign to Stop Red Light Running and the Red Means Stop Coalition to urge area residents to *Stop on Red*.

FREE POSTER GIVEAWAY - Featuring Diamondbacks' player spokesman Luis Gonzalez and commemorating National Stop on Red Week 2003.

PRE-GAME CEREMONY (6:00-6:30 p.m.) — Honoring Sen. John McCain (R-AZ) and the Arizona Governor's Office of Highway Safety for their red light running prevention efforts.

RED LIGHT RUNNING SAFETY MESSAGES — Appearing on the scoreboard throughout the game.

COMMUNITY CORNER (4:30 p.m.-7th inning) — Educating fans on red light running prevention.

Tickets for the game are available online at www.arizonadiamondbacks.com or through the ticket office at (602)514-8400.

THURSDAY, AUGUST 28: GARLAND, TX

KICK-OFF EVENT – TIME TBA

Garland, TX will launch its red light photo enforcement program during Stop on Red Week with a news event to highlight the importance of red light running prevention. Leslie Blakey, Executive Director of the National Campaign to Stop Red Light Running, will speak about red light running prevention from a national perspective.



Baltimore Orioles billboard featuring center fielder Melvin Mora

WEDNESDAY, SEPTEMBER 3: BALTIMORE, MD

INTERSECTION EVENT – 10:30 A.M. AT THE INTERSECTION OF RUSSELL AND HAMBURG (IN BETWEEN CAMDEN YARDS AND RAVENS STADIUM)

The National Campaign to Stop Red Light Running, the American Trauma Society, Maryland Division and the Maryland Institute for Emergency Medical Services Systems will hold a news event to release new red light running crash statistics from the Maryland State Highway Administration and highlight the problem of red light running and effective solutions such as photo enforcement. In addition, the Baltimore Orioles will be honored for excellence in community awareness efforts. This event is the Campaign's East Coast Stop on Red Week event that kicks off Maryland's Stop on Red Week efforts. **Melvin Mora** has been invited to attend with his family.

STOP ON RED NIGHT AT CAMDEN YARDS WITH THE BALTIMORE ORIOLES

Come watch the Orioles as they host the Oakland Athletics (Game time 7:05 p.m. EDT) and team up with the National Campaign to Stop Red Light Running, the American Trauma Society, Maryland Division and the Maryland Institute for Emergency Medical Services Systems to urge area residents to *Stop on Red*.

FREE POSTER GIVEAWAY - Featuring Orioles' player spokesman Melvin Mora and commemorating National Stop on Red Week 2003.

PRE-GAME CEREMONY (6:45-7:00 p.m.) — Honoring Maryland Delegate William A. Bronrott (D-16, Bethesda) for his red light running prevention efforts.

RED LIGHT RUNNING SAFETY MESSAGES — Appearing on the scoreboard throughout the game.

Tickets for the game are available online at www.TheOrioles.com or through the ticket office at (410) 685-9800.



Anaheim Angels billboard featuring right fielder Jeff DaVanon

FRIDAY, SEPTEMBER 5: LOS ANGELES, CA

INTERSECTION EVENT – 10:00 A.M. AT THE SOUTHWEST CORNER OF DeSOTO AVE. AND ROSCOE BLVD.

The National Campaign to Stop Red Light Running and Stop on Red, Orange County will hold a news event to release new red light running crash statistics from the Los Angeles Police Department and highlight the problem of red light running and effective solutions such as photo enforcement. California Highway Patrol Commissioner **Spike Helmick** and Councilman **Dennis Zine** will be honored for their red light running prevention efforts. Los Angeles Mayor **James Hahn** has been invited to speak at the event with **Leslie Blakey**, Executive Director of the Campaign and **Connie Potter**, Founder of Stop on Red, Orange County.

SATURDAY, SEPTEMBER 6: ANAHEIM, CA

STOP ON RED NIGHT AT EDISON FIELD WITH THE ANAHEIM ANGELS

Come watch the 2002 World Champion Anaheim Angels as they host the Kansas City Royals (Game time 7:05 p.m. PDT) and team up with the National Campaign to Stop Red Light Running and Stop on Red, Orange County to urge area residents to *Stop on Red*.

FREE POSTER GIVEAWAY - Featuring Angels' player spokesman Jeff DaVanon and commemorating National Stop on Red Week 2003.

PRE-GAME CEREMONY (6:45-7:00 p.m.) — Honoring the Anaheim Angels for excellence in community awareness efforts.

RED LIGHT RUNNING SAFETY MESSAGES — Appearing on the scoreboard throughout the game.

Tickets for the game are available online at www.angels.mlb.com or through the ticket office at (714) 634-2000.

This editorial appeared August 1, 2003 and is reprinted with permission from The Daily Press of Hampton Roads, VA.

Red-light running: Have we got a great (life-saving) deal for you

You there, with the coffee - put it down. We're talking to you. Yeah, you.

In your recent travels in and around town, have you run a red light? Statistics say a large proportion of you have. We don't mean dawdling through a yellow light: We're talking about full-fledged red-light running, when the driver enters the intersection after the light turns red.

Or, have you experienced the joy of a narrow miss, a time when you were glad you paused before taking off at a green light, because some bozo going the other way ran the red?

Or, do you love anybody who travels our streets - a spouse, a parent, a child, a nephew or friend? Would you like to keep them around?

Have we got a deal for you: It's called "photo red."

All you have to do is convince the people who represent you - that's right, you with the coffee - that it's a good thing and you want it.

The system is called photo red because it uses cameras rigged to traffic lights to snap a picture when - and only when - someone (see bozo, above) runs a red light. After the film is reviewed, a ticket is mailed to the vehicle owner.

It's like having law enforcement posted at an intersection 24/7 - and the tendency of drivers to behave under those circumstances explains why photo red works.

A study by the Insurance Institute for Highway Safety found that when Fairfax County introduced photo red, red light violations dropped 44 percent - and the improvement wasn't limited to intersections with cameras. Studies in other photo-red localities confirmed another result: fewer crashes caused by red-light runners, like the ones that claimed several children and other victims in Hampton Roads recently. Still other studies show that the great majority of Americans support photo red.

Don't those numbers sound good?

Tell that to the General Assembly. Literally. Every seat in the legislature is up in the Nov. 4 election, making this a great time to tell candidates that you want photo red to help keep you and your loved ones safe.

Find out what they think. Then tell 'em what you think and what you want 'em to do. Tell 'em loud and often, because the General Assembly sometimes has a hearing problem.

Legislators have set it up so localities must appear as supplicants and beg their approval to use this tool to enforce traffic laws on their own streets. Some, like Virginia Beach and Richmond, get lucky; Hampton and Newport News got shot down. In the last session, the assembly - again - killed a bill to let localities decide for themselves. And it hampers the effectiveness of the tool by imposing ridiculous limits (localities can install them at a maximum of 25 intersections) and slap-on-the-wrist penalties (\$50 instead of the usual \$400, and no points against a driver's license). It's up to you to set them straight.

That's all. Now you may go back to your coffee.

SURVIVOR ADVOCATES NEEDED

Survivor advocates have suffered the personal consequences of motor vehicle crashes and have decided to work to protect others from the pain they have had to endure — they can become as involved as they would like in efforts to curtail red light running. No previous advocacy experience is needed. If you or anyone you know has survived a red light running crash or lost someone due to a red light runner and might be interested in working to make America's roads safer, please contact:

Advocates for Highway and Auto Safety
750 First Street, NE, Suite 901, Washington, DC 20002
202-408-1711 or 800-659-2247
Fax: 202-408-1699

E-mail: advocates@saferoads.org
Website: www.saferoads.org

All discussions and information will be kept confidential.

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