

# SAFETY FOCUS

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*This issue focuses on the upcoming 2006 observance of National Stop on Red Week, a Florida red light running survivor's story, a new red light running shock commercial and a review of all automated enforcement legislation.*

## Stop On Red Week Events Set For U.S. and Canada

The ninth annual observance of National Stop On Red Week is just a few weeks away and cities across the United States and, for the first time, in Canada are preparing to mark the occasion with special events to draw attention to the serious public safety threat caused by red light running.

The National Campaign to Stop Red Light Running will be hosting signature ballpark events and press conferences in Washington, DC and Toronto, Canada with local law enforcement, survivor advocates and traffic safety organizations. The Campaign is also working to host a regional Stop on Red Week event for cities in the Dallas-Fort Worth metropolitan area.

A Toronto press conference will kick off the week on the morning of Tuesday, Aug. 8th. The "Stop on Red Night at Rogers Centre" with the Blue Jays will be held that evening. On Wednesday evening the Washington Nationals will host their ballpark event and a Washington, DC press conference will take place the morning of Aug. 10th.

In addition, the Empire State Building has once again been asked to light up the New York landmark like a traffic signal, and U.S. communities from Thousand Oaks, California to Sarasota County, Florida will be hosting local events focusing on the serious problem of red light running and highlighting local prevention efforts.

2006  
NATIONAL  
STOP ON RED  
WEEK  
AUG. 6th - 12th

[www.stopredlightrunning.com](http://www.stopredlightrunning.com)



*Our logo (at left) can be sent via e-mail for posting on any website. Call 202-828-9100 for details.*

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## How You Can Help Promote National Stop On Red Week

- 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 National 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 on the national and local human and financial costs of red light running crashes.

**Call the Campaign at 202-828-9100 for more ideas, or to share innovative ways your locality will be observing Stop on Red Week.**

### Our 2006 "Get Home Safe" Poster Starting Line-Up

The Campaign will soon have a limited supply of 2006 National Stop on Red Week posters featuring:



**Bengie Molina**  
**Toronto Blue Jays**  
Birthdate: July 20, 1974  
Hometown: Rio Piedras, Puerto Rico  
MLB Debut: 1998  
Bats: Right  
Throws: Right  
2006 Batting Average: .286



**Ryan Zimmerman**  
**Washington Nationals**  
Birthdate: Sept. 28, 1984  
Hometown: Washington, North Carolina  
MLB Debut: 2005  
Bats: Right  
Throws: Right  
2006 Batting Average: .292

To receive a poster send your name, address and how many posters you would like via e-mail to [info@stopredlightrunning.com](mailto:info@stopredlightrunning.com)

# A Florida Survivor's Story

*Reprinted with permission from the Florida STOP On Red Coalition's newsletter.*

On 12-31-04, I was hit by a man who ran a red light at 70 mph, hitting the driver's side of my car. I thankfully do not remember anything from the accident scene. I was unconscious and airlifted to Lee Memorial Hospital, where I underwent emergency surgery. My injuries included a fractured pelvis, a herniated diaphragm, a ruptured ovary, damage to my liver and spleen, a collapsed lung, as well as massive bruising. I was still in such bad shape when I came out of surgery that they told my husband that they just weren't sure how I was going to do. Luckily I survived.

I was in intensive care for 3 days, where I was on a respirator because of the collapsed lung. I also had a chest tube and numerous blood transfusions. Between intensive care, the regular hospital room, and the rehabilitation floor, I was in the hospital for a total of 27 days. And I don't feel those 27 days were enough. I was in horrible pain. I came home on a walker. I was unable to climb my stairs, take a shower unassisted, get in and out of a car unassisted, get in bed, or basically do anything for myself for weeks.

I had to go through very painful physical therapy for about 2 months. I slowly graduated from the walker to a cane, then was able to walk unassisted toward the end of my physical therapy. Then in June I had to undergo a surgery on my Achilles tendon. I was unable to flex my left foot because of nerve damage, and had the tendon lengthened to be able to use the foot normally.

It has now been almost 18 months since the accident that almost killed me. I am completely healed, with nothing more than my surgery scars to remind me. The pain that I experienced could have been so easily avoided if only that man hadn't been in such a rush that morning. I will never know what he was thinking that day. He suffered only minor injuries, and has not been charged yet with any wrongdoing. He has not made any contact with me or my family, which only tells me that he is not sorry. But it doesn't bother me anymore. I have moved on. I was very angry with him after the accident. More angry than I have ever been with anyone in my life. But I soon realized how lucky I am.

I am lucky that I survived. Yes, I had to experience horrific physical pain, emotional pain, and I had limitations for months on what I could do physically. But I'm alive. There are so many people who were involved in accidents like mine who cannot say that. There are too many family members asking themselves, "Why?" "Why did this happen?" And it needs to stop. And I am so happy that there is a foundation out there like yours that is trying to make a difference.

· Amy Hammell

## NOTABLE QUOTES

**"He was a very talented little boy."**

-- Kathy Beutel, the music director at St. Mary's School in Mount Clemens, Michigan, describing Frank Wu, a 9-year-old student who was killed in a red light running crash on the Fourth of July.

**"If Salem can't have more cops on the street, it should seize the electronic equivalent. We all will benefit if police and fire crews get called to fewer crashes and insurers see less reason to raise our rates. Best of all, we'll have a better chance of getting home alive."**

-- Excerpt from a July 5th *Salem Statesmen Journal* (OR) editorial.

# New VW Jetta Shock Ads Hit Hard On Safety

A new advertising campaign by automaker Volkswagen touting the safety attributes of their new Jetta sedan has generated a significant amount of publicity, both positive and negative, for the blunt and realistic depiction of traffic crashes.

The ads, developed by Crispin, Porter and Bogusky, play up the recent high ratings received by the Jetta in side-impact crash tests by showing Jetta sedans in unexpected jarring crashes.

The first commercial to be released titled "Movie" begins with two couples in a car discussing a movie they had just seen. The couples continue talking while the car is stopped at an intersection. In the background the traffic light is seen to turn to green and the driver enters the intersection, only to be immediately struck from the side by a sport utility vehicle that ran the light.

The ads, which use stunt drivers/actors in real crashes, have been hailed as innovative but also criticized for the shocking way the message is driven home.

Some traffic safety advocates noted that the campaign seems to be indicating that the safety of new vehicles, which have typically been downplayed by automakers over speed, performance and handling abilities of new vehicles, is becoming a real selling point with safety-conscious car buyers.

*USA Today* reported that since the ads debuted in April, online dealer quote requests for the new Jetta increased 58 percent, brochure requests by phone increased 37 percent and requests online increased 56 percent.

The ad can be viewed online at <http://www.vw.com/vwlife/commercial.html>

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## New York City Gets Green Light For More Cameras

It appears that New York City will receive official approval to double the number of red light cameras just in time for National Stop on Red Week.

Mayor Michael Bloomberg(R) had been urging the state legislature to give the city the authority to install additional red light cameras, which had been limited to 50 cameras.

After several years of blocking the move, the state legislature finally relented and Gov. George Pataki is expected to sign the legislation into law.

New York City, which has the oldest red light camera program in the United States, had resorted to installing numerous "dummy" cameras that would flash when drivers ran red lights, but were not attached to any camera equipment. Drivers who ran the lights would then have to wait and see if a violation notice arrived in the mail.

## "Officer Delicious" Gets Ugly On Red Light Runners

One Florida community has taken red light running enforcement to a new, and somewhat bizarre, level with the introduction of a police officer dressed in drag and armed only with a pair of stiletto heels and a police radio.

"Officer Delicious," also known as Officer Terry Golden, had the recent patrol duty of walking up and down a problem street in his outlandish attire in order to identify red light runners and then radio ahead to waiting patrol vehicles.

According to a CNN report, each person caught reportedly received a ticket for \$183.50. Previous sweeps have resulted in 75 tickets in less than 90 minutes.

Palm Beach officers have previously made headlines by using officers dressed as construction workers, homeless people and even a sandwich board walker as part of their red light running enforcement efforts.

# Legislative Update — July 2006

*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 2174 (Gorman & Robson) would require cities to display signs alerting drivers to the presence of automated enforcement technology. The bill was read for the first time on 1/17/06 and referred to the Transportation Committee and the Rules Committee. The second reading took place on 1/18/06. The Transportation Committee approved the legislation on 1/26/06, the Rules Committee approved it on 1/31/06. Approved by the full House by a vote of 44-13 on 02/06/06. Referred to the Senate Rules Committee and Senate Transportation Committee on 2/15/06. **Bill died when the legislature session ended on 06/22/06.**

HB 2180 (Biggs) would enact a series of provisions for the use of automated enforcement technology, including a set of conditions for the use of automated enforcement technology on state property. The bill was read first on 1/17/06 and referred to the Transportation Committee and the Rules Committee. Passed the Transportation Committee and the Rules Committee on 2/16/06. **Bill died when the legislature session ended on 06/22/06.**

HB 2612 (Biggs) would levy a \$200 processing fee on any state agency requesting a motor vehicle record for the purpose of issuing a photo enforcement citation. The bill was read for the first time 1/23/06 and referred to the Transportation Committee and the Rules Committee. Second reading took place on 1/24/06. **Bill died when the legislature session ended on 06/22/06.**

**Michigan:** SB 1098 (Hammerstrom) would allow up to 10 communities to establish red light camera enforcement systems as part of a 5-year pilot project. Cameras could only be installed at intersections with a history of red light running violations. Introduced on 02/28/06 and referred to the Senate Transportation Committee.

**North Carolina:** S35 (Hoyle) would clarify the definition of "clear proceeds" to allow NC cities with camera programs to cover red light camera program costs before calculating the share to be given for local school districts. Introduced on 02/1/06 and referred to the Committee on the Judiciary on 5/2/06.

S271 (Boseman) would clarify the definition of "clear proceeds" to allow the city of Wilmington to cover the costs of their red light camera program. Introduced on 3/1/06. Approved by the Local Government Committee on 5/25/06 and approved by the full Senate on 5/26/06. Referred to the House Committee on Local Government on 5/31/06.

**Ohio:** HB 56 (Raussen) would ban the use of automated enforcement technology. The House Transportation, Public Safety and Homeland Security Committee approved the bill on 4/4/05 by a vote of 8-3. The full House approved the legislation on 5/18/05. It has been referred to the Senate Committee on Highways and Transportation. Hearings have been held on 10/18/05, 11/2/05 and 3/14/06. A ninth substitute version of the legislation was approved on 5/24/06. The legislation has been forwarded to the Senate Rules Committee, which is not scheduled to meet again until after the summer recess.

## **SPEEDING SAFETY CAMERAS**

**California:** SB 466 (Kuehl) would allow the use of photo radar in residential areas. Amended to only allow enforcement in school zones and residential areas with posted speed limits under 30 mph. Referred to Senate Transportation and Housing Committee on 1/4/06. No further action.

**New Jersey:** A2064 (Gusciora) would give the authority to use photo radar to police agencies in localities that have passed authorizing ordinances. Automated violations would be treated the same way as traffic violations issued by patrol officers. Drivers would not be identified in the photographs. The bill was introduced on 1/26/06, approved by the Law and Public Safety Committee on 5/11/05 and amended on the Floor of the Assembly on 5/22/06.