

City of Dallas News Release

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City of Dallas

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Safe-Light, Dallas Stops on Red! reduces crashes at intersections; Mayor Leppert unveils HEROES poster featuring Dallas officers



DALLAS, TX – At a news conference today to celebrate National Stop on Red Week, Dallas officials unveiled a new HEROES poster featuring Dallas firefighters, police and Dr. John Carlo, the Health Authority for Dallas and the City of Dallas. The HEROES poster is part of the SafeLight – Dallas Stops on Red! Program education and awareness initiative.

The HEROES campaign highlights persons in these professions who exhibit unyielding bravery by saving lives each day in the line of duty. The campaign urges drivers to be HEROES as well by stopping on red and saving lives.

Dallas Mayor Tom Leppert showed his support by signing a proclamation citing the City's efforts to reduce red light running through the SafeLight, Dallas Stops on Red! Program. The Mayor also proclaimed the week of August 3-9 as National Stop on Red Week in Dallas.

"The goal of the red-light enforcement program has and always will be to change driver behavior and reduce red light violations and accidents," Leppert said. "In the past year, we have had an overwhelming response to the program. In fact, the number of crashes at intersections with red light cameras has decreased significantly."

In the past year, preliminary data indicates the City of Dallas has had a 53 percent reduction in right-angle accidents at intersections with photo enforcement cameras. In Dallas, there are over 5,000 accidents at traffic signals each year and 30% of those accidents are related to red light running.

"The SafeLight, Dallas Stops on Red! Program is critical in the effort to make our streets safer," said councilmember Pauline Medrano. "Not only are people driving better at intersections with cameras, they're driving better at intersections across the City. Significant reductions in red light violations over the past year prove that we're moving in the right direction."

The SafeLight, Dallas Stops on Red! Program currently has 42 cameras installed throughout the City. Records show that the City has issued approximately 200,000 citations since the first camera went live in January 2007. However, the program's primary goal is to decrease red light crashes by 25 percent.

Dallas joined other government official across the nation in promoting 2008 National Stop on Red Week activities. The week of August 3-9 has been dedicated to educating Americans about the dangers of running red lights.

National Stop on Red Week was created by the U.S. Federal Highway Administration and American Trauma Society to increase awareness about the dangers of red light running. Historically, August is the most dangerous month for fatal red light running crashes, therefore, the national campaign is held during August of each year.