

TEN THINGS...

...We Bet You Didn't Know About Red-Light Running*

1. **You or your loved ones are more likely to be injured** due to a red-light running related crash than any other type of crash.
2. Running a red light or other traffic control is the **most common cause of all urban crashes**.
3. **Someone runs a red light an average of every 20 minutes** at urban intersections.
4. In the last decade, red-light running crashes **killed nearly 9,000 people**.
5. An estimated **165,000 motorists, cyclists, and pedestrians are injured annually** by red-light runners.
6. **Half of the people killed by red-light runners are not the signal violators** — they are passengers, other motorists, pedestrians, and cyclists.
7. Nearly 93% of drivers believe running a red light is unacceptable, yet 1 in 3 drivers reported doing so in the past 30 days.
8. There are an average of 7 fatal crashes and over 1,000 injury crashes EVERY DAY at signalized intersections across the United States.
9. The cost to society of all crashes exceeds \$230 billion annually.
10. **The tragedies and costs resulting from red-light running are preventable!**

CAR CRASHES RANK AMONG THE LEADING CAUSES OF DEATH IN THE UNITED STATES... AND ARE THE LEADING CAUSE OF DEATH FOR CHILDREN, TEENS, AND YOUNG ADULTS UP TO AGE 34.

*Visit <http://www.fhwa.dot.gov/stopredlightrunning> to access the references for these statistics.

DO YOUR PART TO STOP RED-LIGHT RUNNING TRAGEDIES

STOP ON RED — NOBODY DEAD:

- Decide now that you will always be prepared to Stop on Red as a driver, cyclist, or pedestrian.
- Obey speed limits so you have time and space to stop prior to entering the intersection.

PROTECT YOURSELF AND YOUR LOVED ONES FROM RED-LIGHT RUNNERS:

- Intersections can be dangerous — **when the light turns green, look in all directions for red-light runners before proceeding** whether driving, cycling or walking.

TAKE IT TO HEART:

- Share this brochure.
- Talk about the dangers of red light-running with friends, family, and co-workers.
- Volunteer to **support a Stop Red-Light Running campaign** in your community.

Visit <http://www.fhwa.dot.gov/stopredlightrunning> to access the Federal Highway Administration's "Implementing a Stop Red-Light Running Program" outreach materials for communities and to download or distribute electronic copies of this brochure.

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IF YOU RUN A

RED LIGHT

YOU ARE BETTING MORE THAN YOU CAN

AFFORD TO LOSE.



U.S. Department
of Transportation
**Federal Highway
Administration**

"Red-light violators likely do not realize that even low speed (30 mph) side impact crashes can be deadly. Because of the relatively thin protection along the side of a vehicle, a large amount of force is transferred directly to the victim."

— John K. Cumming, M.D.

Trauma Surgeon

Hennepin County Medical Center, Minnesota

FEW THINGS WILL STOP YOU FASTER IN LIFE

THAN A CRASH BECAUSE YOU RAN A RED LIGHT

...OR WERE HIT BY A RED-LIGHT RUNNER

IF YOU RUN A RED LIGHT YOU ARE RISKING:

- A ticket and moving violation on your record.
- Damage to your vehicle.
- Higher insurance costs.
- A lengthy, expensive hospital stay and recovery from injury.
- Irreversible consequences if you injure or kill someone else.

DON'T SQUEEZE THE LEMON!

(Don't race through a yellow light!)

A yellow light at an intersection should last long enough that a vehicle traveling at the posted speed can either:

Apply the brakes and comfortably and safely decelerate to a stop prior to reaching the front of the intersection

OR

Maintain the same speed and safely clear the intersection.

LEARN YOUR STATE LAWS!

GET SMART!

Penalties for red-light running and signal violations can vary by State.



"More than half of drivers say driving is less safe today than it was 5 years ago — a 17% increase from only one year ago. Nearly half cite driver distraction as the reason."

Source: 2010 Traffic Safety Culture Index