

Implementation Site Background

Introduction

The FHWA, an agency of the U. S. Department of Transportation, is responsible for working with state and local highway agencies, and other Federal agencies to develop a safe, economical and efficient highway transportation system. Increasing awareness of roadway-related safety issues, such as those related to traffic control devices, serves to enhance safety for the motoring public, which translates to a health and economic benefit for the entire country. In response to alarming statistics on the number of crashes and injuries resulting from drivers running red lights, the Federal Highway Administration (FHWA) developed the Stop Red Light Running (Stop RLR) Campaign, a comprehensive safety outreach program that combines public education with aggressive enforcement.

In order for a campaign of this type to be successful, FHWA determined that there was a need to partner with individual communities, providing these areas with public education materials, tools and tips to implement the campaign, and grant funds for seed money.

Following a successful pilot site test in Charleston, SC, the FHWA planned the national implementation of the Stop RLR Campaign.

Summary Report

Executive Summary

Red light running is a dangerous form of aggressive driving. Each year, red light running accounts for nearly 100,000 automobile crashes, over 90,000 injuries and is associated with more than 1,000 deaths. The costs to the public are an estimated \$7 billion per year, in terms of medical costs, lost productivity and property damage.

- **In response, the US Department of Transportation/Federal Highway Administration developed a public information and education campaign about the dangers of red light running.** The Stop Red Light Running (Stop RLR) Campaign is predicated on two essential elements: ensuring that signal systems are properly working and aggressively enforcing red light running violations whether with stepped-up enforcement or camera system detection. Following a successful pilot test in Charleston, South Carolina (1994), the FHWA awarded over \$600,000 in Stop RLR Campaign mini grants to 31 communities nationwide for the purpose of implementing and evaluating local Stop RLR Campaign efforts. These local campaigns spanned a three year period from 1995 to 1998 and have demonstrated the effectiveness of the campaign.

- **In virtually all of the sites that tracked crash data, crashes decreased during the campaign months as compared to the prior period.** Stepped-up enforcement activities resulted in a significant increase in traffic signal-related citations in several sites. Coupled with increased public awareness of the dangers of red light running, the overall impact of the campaign led to a decrease in crashes in these same communities.

Traffic citation and crash results were consistent across those sites which tracked both sets of figures against comparable periods: the number of citations increased

by double-digit percentages. In over half of these tracking sites, there was a 150 percent increase at specifically-monitored intersections. Conversely, crashes decreased by double-digit percentages, and by as much as 43 percent in one of the sites. These results have occurred against a national trend of annual increases in total RLR crashes since 1992.

- **Awareness of the dangers of red light running increased in the grant sites.**

The campaign helped communities across the country raise awareness of traffic safety messages. The post campaign survey showed a 12 percent overall increase in awareness of highway safety messages. Specifically, the Public Service Announcements used in the campaign were recognized by a substantial number of those polled (averaging 19 percent in the sites as a group, and reaching upwards of 50 percent for particular spots). About half of these people said they had changed their driving habits as a result most often by being more careful to stop for yellow lights.

- **The Stop RLR Campaign has become institutionalized in grant sites, as well as other sites.** Stop RLR Campaign efforts are continuing in all 31 communities beyond the close of the official FHWA campaign and the depletion of federal grants. Every one of the 31 sites has indicated that the campaign is continuing in some form, with the majority of the communities continuing to distribute materials, maintaining stepped-up enforcement or installing RLR camera systems. In addition, communities and organizations from around the country continue to request materials and information on how to conduct local Stop RLR Campaigns even without the support of federal funds.

- **The Stop RLR Campaign has grown into a national partnership to improve highway safety and reduce highway-related fatalities and trauma.** On April 30, 1998, DOT Secretary Rodney Slater and FHWA Administrator Kenneth Wykle unveiled the second phase of the campaign to Stop RLR a partnership with the American Trauma Society (ATS) and the DaimlerChrysler Corporation to expand the Stop RLR Campaign to an additional 200 communities nationwide. Flanked by ATS Executive Director Harry Teter, DaimlerChrysler CEO Bob Eaton and NHTSA Administrator Ricardo Martinez, Slater announced that the Stop RLR effort had been selected as the ATS's injury-prevention campaign for 1998. With the support of DaimlerChrysler and materials developed by FHWA, trauma centers across the country will be implementing local campaigns to stop red light running throughout 1999.

Summary Report

In the early 1990's, failure to comply with traffic control devices (including running red lights) was the cause of approximately 22 percent of all urban crashes, according to an Insurance Institute for Highway Safety study of police reported crashes on public roads in four urban areas. Focus group research conducted with members of the general driving public at about the same time indicated that more than three-quarters of adult drivers knew what constituted a red light violation, but over half readily admitted to occasionally running a red light. Nearly two-thirds reported seeing their fellow drivers do the same.

In response to these alarming findings, the Federal Highway Administration (FHWA) developed the Stop Red Light Running (Stop RLR) Campaign, a comprehensive safety outreach program that combined public education with aggressive enforcement. Increasing awareness of roadway-related safety issues serves to enhance safety for the motoring public, which translates to a health and economic benefit for the entire country. The FHWA, an agency of the U. S. Department of

Transportation, is responsible for working with state and local highway agencies, and other Federal agencies to develop a safe, economical and efficient highway transportation system.

In order for a campaign of this type to be successful, FHWA determined that there was a need to partner with individual communities, providing these areas with public education materials, tools and tips to implement the campaign, and grant funds for seed money.

Formative Research

The Stop RLR Campaign began with the establishment of campaign goals, objectives and messages, developed through formative research. A total of twelve focus group sessions were conducted with members of the general driving public and law enforcement representatives on three separate occasions: April 1992, in Washington, D.C., and January and October 1994, in Charleston, South Carolina. These groups were complemented by two moderated discussion groups with traffic safety professionals, including engineers, on separate occasions: August 1991 and February 1995. Although focus and moderated discussion groups do not yield quantified, definitive information on attitudes and behaviors, the following findings helped shape the campaign:

- Drivers are in a hurry and under stress;
- Drivers have confidence in their own skills, not in other drivers' skills;
- Drivers believe that there are too many cars on the road;
- Drivers believe that traffic signals are mis-timed, and they are unclear as to the intended meaning of the yellow light;
- Over half readily admit to occasionally running a red light. Nearly two-thirds report seeing their fellow drivers do the same;
- Drivers do not perceive much risk associated with not complying with traffic control devices; and
- Drivers are vitally concerned with not hurting others.

Development of Campaign Messages

Based on the formative research, the following assumptions were made for the Stop RLR Campaign: first, that the target audience would be the experienced, adult driver, who is generally law-abiding but who also does not consistently comply with traffic control devices; second, that yellow lights could not be the focus of the campaign due to local jurisdiction differences as to whether or not entering the intersection during the yellow cycle is an offense; third, that a very real threat of enforcement had to be present for any campaign message to work; and fourth, that drivers knew they were wrong in running red lights, but had developed a well-defended position based on low experience of being ticketed or involved in a crash.

Due to the short duration (i.e, approximately 3 months, based on the length of time a concentrated, coordinated enforcement and media campaign could be expected to last) of the initial phase of the campaign, success would be measured primarily by changes in community attitudes, awareness and self- reported behavior, in addition to citation data. Although crash and injury data would be tracked, expectation of significant changes would not be high at this initial stage.

To provide as much potential for creating awareness as possible, public service announcements were developed in the three major media vehicles television, radio and print (i.e., newspapers and magazines) and tested among adult drivers and law enforcement groups in the pilot site. All materials focused on the consequences of red light running behavior, such as being stopped and ticketed and/or potentially being involved in a severe crash. The PSA tag line was "The light is red for a reason. So stop." All campaign materials were specifically developed with the intention of

incorporating one or more tag- or credit lines to give local jurisdictions an opportunity to demonstrate ownership of the campaign.

Pilot Test

The FHWA decided to test the campaign in a single pilot site location prior to introducing the program nationally. Through discussions with field staff, Charleston, South Carolina, was identified as a logical pilot site. Although specific site selection criteria had not been formally drafted when Charleston was chosen for this initiative, attributes were present in the community that would become the foundation for the selection of future sites:

- accurate identification of a problem with signal compliance, and the economic impact on the community;
- information confirming that the traffic signal system was not the cause of the red light running problem;
- a very active and successful broad-based community traffic safety program;
- strong support of law enforcement; and
- a willingness among all groups concerned (i.e., chamber of commerce, city, law enforcement, traffic engineers, state department of transportation, etc.) to address the issue.

Necessary and present as well was the organizational structure to support a coordinated local effort, including FHWA and the National Highway Traffic Safety Administration (NHTSA) field staff, Charleston's metro area Community Traffic Safety Program (CTSP), the City of Charleston, 27 different law enforcement agencies, the South Carolina Department of Transportation, and the South Carolina Department of Public Safety. Strong ties to the business community, through Charleston's Chamber of Commerce, was also an important factor. CTSP's first step was to publish a study that showed that local businesses carry a \$240 million cost of lost productivity, health care, EMS services, and property damage as a result of traffic crashes. This support structure also provided the resources to gather pre- and post- campaign crash data, pre- and post-campaign awareness and attitudinal studies among the general public, and citation data from law enforcement. Funding sources were also identified, including the FHWA's 402 and Surface Transportation Programs, and FHWA's Technology Application Funds.

The enforcement and education campaign took place in June, July and August of 1994. The campaign kickoff was held on May 20, 1994 (immediately preceding the Memorial Day holiday), and was attended by representatives from all 27 law enforcement jurisdictions involved.

Campaign activities included publicizing the economic costs of red light running and providing this information to the business community, increased enforcement by law enforcement agencies, a series of traffic safety events, and contact with local media to obtain PSA time and space. Following campaign activities, the pilot site collected citation and crash statistics and conducted a post-campaign analysis. Because there were 27 different law enforcement agencies involved, the pilot site coordinator experienced difficulty obtaining citation and crash statistics, but highlights from five of the Charleston-area jurisdictions indicated successful enforcement campaigns.

Findings from the post-campaign telephone surveys indicated 48 percent of the general public recalled seeing the television PSA regarding the crash-related consequences of red light running, and 34 percent recalled the second PSA on being ticketed. Also, over 30 percent recalled the radio PSAs. (Note: in a social marketing campaign, public recall of over 10 percent is considered excellent.) Most importantly, 22 percent of those surveyed reported that either they had changed, or intended to change, their driving behavior as a result of the campaign.

National Campaign Rollout

Based on the successes and learning from the pilot site test, the FHWA planned the national implementation of the Stop RLR Campaign. The national rollout, including coordinating, implementing and evaluating the Stop RLR Campaign, spanned three years and can be divided into two phases: 1) planning and marketing and 2) program implementation.

Planning and Marketing Phase

Based on the evaluation of the pilot phase, the following goal, objectives and strategies were created for the rollout phase:

Campaign Goal

The goal of the Stop RLR Campaign was to promote "safe communities" by re-establishing respect for traffic control devices, specifically the traffic signal.

Campaign Objectives

Local (implementation site) Objective: The objective of this campaign for the participating sites was to begin to reduce the number and severity of intersection traffic crashes by increasing awareness of the hazards associated with non-compliance of traffic signals.

National Objective: National objectives for the campaign were to create a program that could be used in a variety of communities with or without Federal assistance and could be sustained beyond its Federally prescribed time period. It was also important that FHWA provide a qualitative research-based program that would be recognized for its integrity, effective countermeasures, and ability to dovetail with complementary initiatives, such as speeding and overall traffic enforcement campaigns.

Campaign Strategies

Campaign strategies included:

- educating the community on red light running hazards by obtaining media coverage for the campaign, both in terms of public service announcement placement and news coverage;
- supporting the campaign news coverage with targeted enforcement by police agencies that have jurisdiction over the community;
- fostering grassroots red light running education efforts in businesses, schools, and community organizations; and
- dovetailing the Stop RLR Campaign with other local traffic safety education and enforcement programs.

Program Implementation

Application Process and Site Selection

The pilot site results and the plans to roll-out the campaign nationwide were announced at a technical workshop of the National Association of Governors Highway Safety Representatives (NAGHSR) annual conference for traffic safety professionals. Feedback gained at this conference helped FHWA develop site criteria, and the campaign was then presented to potential rollout phase applicants at Lifesavers 13 in April 1995. Lifesavers is the nation's largest traffic safety conference and draws representatives from a variety of disciplines concerned with traffic safety issues.

Because limited resources were available to help implement the rollout of the Stop RLR Campaign in the various communities and to help ensure success, it was important that each of the sites selected meet minimum selection criteria and provide a demonstrated ability to fulfill organizational, evaluation and reporting requirements.

Site selection criteria were:

1. Organizational capabilities, including the existence of an established organization or infrastructure such as a community corridor traffic safety program (CTSP), a site coordinator with sufficient safety experience and knowledge to execute the daily activities of the project, and demonstrated support from the law enforcement community. Also, the ability to bring additional resources such as already established public or private-sector partnerships, to the project.
2. Identification of traffic safety issues, including evaluating and updating the signal system prior to all other campaign activities, and identifying the red light running problem within the community.
3. Additional attributes, such as relevant past experience with similar projects and issues; identification of a resource to undertake the pre- and post-campaign evaluation process, and the ability and intent to seek out creative ways to execute the campaign.

In addition to input from FHWA field office representatives, a "site selection committee" (made up of representatives from the Office of Highway Safety, the Office of Technology Applications and the Public Affairs Office) was instituted at FHWA headquarters.

The response from communities across the country was overwhelming. Fifty-four communities applied, exceeding FHWA's expectations. FHWA was committed to helping all interested communities and decided to award mini grants to 32 sites and provide materials to 22 additional sites. Grant funding for each site ranged from \$7,500 to \$40,000 based on funds requested in the application. In total, \$637,200 was awarded for all sites. These "start-up" grants were provided in addition to camera-ready and broadcast-quality public service announcements (TV, radio and print), Strategic Planning Guides, and access to FHWA representatives for assistance in implementing the campaign.

The Stop RLR Campaign implementation sites varied greatly both in size of community and type of organization coordinating the campaign. Diversity was important to the site selection committee, including size, population and rural/urban makeup. Since red light running is primarily a problem in urban areas, the majority of sites were located in the more populous areas of the North, Southeast and the West, with some Midwest representation. Five of the sites were in communities with a population of under 50,000, twelve with a population between 50,000 and 200,000, six with a population between 200,000-500,000 and nine with populations of over 500,000.

Following are the community organizations that received Stop RLR Campaign grants (see appendix for more site-specific information):

Municipality of Anchorage, AK - Traffic Engineering
City of Bellingham, WA- Department of Public Works
Black Hawk County, IA - "Arrive Alive Committee"
Boston, MA - Boston Transportation Department
Burlington, VT - Burlington Police Department
Central Oklahoma - Association of Central Oklahoma Governments
Colorado Springs, CO - "Drive Smart Colorado Springs"
Columbia, SC - Metropolitan Columbia Traffic Safety Programs

Howard County, MD - Howard County Police Department
Jackson, MI - Jackson Community Traffic Safety Program
Kenner, LA - City of Kenner Police Department
Lancaster, PA - Lancaster Bureau of Police
Lexington/Fayette County, KY - Division of Police
City of Liberal, KS
City of Lincoln, NE
Milwaukee, WI - Milwaukee Police Department/Milwaukee Safety Commission
NorthWest Alabama Council of Local Governments
Natchez, MS - Natchez Police Department Phoenix, AZ - City of
Phoenix Police and Street Transportation Departments
Polk County, FL - Polk County Community Traffic Safety Program
City of Portland, OR
Radnor Township, PA - Police Department
Richmond, VA - Virginia Department of Motor Vehicles
City of Rutland, VT - Police Department
Sacramento, CA - "Drive Smart Alliance"
City and County of San Francisco, CA - DPH, EMS Agency
Spokane, WA - Spokane County Traffic Safety Commission
Tuscaloosa, AL - Tuscaloosa County Highway Traffic Safety
Washington, DC - Washington Metropolitan Council of Governments
Wood County, WV - Wood County Highway Safety Program
(Cary, NC, and State of Utah were selected to receive grants, but declined participation in the campaign).

The following communities received comprehensive campaign materials:

Baton Rouge, LA- City of Baton Rouge Police Department
Carson City, NV - Department of Motor Vehicles and Public Safety
Essex Junction, VT - Essex Police Department
City of Everett, WA
City of Fort Smith, AR
City of Hammond, LA
Homewood, AL - Homewood Police Department
Honolulu, HI - Hawaii CODES Project
City of Ithaca, NY
Newark, DE - Newark Police Department
Oakland County, MI - Traffic Improvement Association of Oakland County
Ocean County, NJ - Ocean County Engineers
Pasadena, CA - Pasadena Police Department
St Johnsbury, VT - Caledonia County Sheriff's Office
City of Slidell, LA
City of Springfield, IL
Stark County, OH - Ohio Operation Lifesaver
Tucson, AZ - Community Services Section
Upper Merion Township, PA - Upper Merion Police Department
West Munroe, LA - West Munroe Police Department
Whitehall Township, PA - Whitehall Township Police Department
Williston, VT - Williston Police Department

National Campaign Kickoff Press Conference

To formally announce and recognize the sites that were awarded Stop RLR Campaign grants, FHWA staged a press event on August 29, 1995, on the grounds of the Washington Monument at the intersection of 14th Street and Constitution Avenue. This location was selected by the

Metropolitan Washington Council of Governments (WashCOG), as one of the intersections with the highest rate of red light runners.

Speakers included then Secretary of Transportation Federico Peña; then FHWA Administrator Rodney E. Slater; and then WashCOG President and Mayor of Bowie, MD, Gary Allen. The event focused on the growing national problem of red light running, resulting injuries and societal costs, including health care, time off work, insurance rate increases and property damage. In addition to announcing the implementation sites, WashCOG also was presented with its grant at this conference. As part of the event, participants were encouraged to sign a pledge to stop for red lights. The Secretary was the first to sign this "pledge board," followed by the Administrator and WashCOG representatives. The sites were notified they were grant recipients on the morning of the event. The Washington, DC, news bureaus of the major stations and newspapers in each of the grant sites were also contacted with the information, and the public service directors in selected TV and radio stations were sent the PSAs to complement the news coverage. This media tactic turned out to be very successful, with more than 115 TV and radio placements, and nearly 100 print placements in publications across the country.

Technical Assistance to Implementation Sites

Prior to presenting the campaign to communities, FHWA created an implementation and technical assistance plan including methodologies for sites to receive campaign assistance. FHWA concentrated its efforts on providing assistance to the local organizations coordinating the campaign. In order to be successful, each community needed to make the campaign its own. This method posed distinct advantages, such as presenting a campaign that was not "cookie-cutter," but based on a common theme using federally supported facts and materials. However, by advising and not insisting sites implement certain portions of the campaign, the FHWA could not ensure that the local campaigns could be easily evaluated and compared. In most cases, sites were willing to comply with reporting and campaign demands, but in some instances their ability to comply with measurement and evaluation requirements was limited.

Specific measures were undertaken to ensure as much consistency and order as possible in assisting and measuring site successes, including the development of a Stop RLR Campaign Strategic Planning Guide that acted as a step-by-step manual on implementing the campaign. The Strategic Planning Guide contained detailed information on goals, objectives and target audiences of the campaign; instructions for obtaining technical assistance from FHWA; campaign reporting guidelines; funding information; and guidelines for evaluating the campaign. It also included tips on organizing staff, coalition building, working with law enforcement and media, campaign kickoffs, events and activities.

The Strategic Planning Guide stresses the importance of adapting the campaign to fit the community, and the need for planning on the part of the coordinating organization. One interesting benefit of the Strategic Planning Guide turned out to be its effectiveness as a boilerplate resource on how to implement any sort of community traffic safety public education campaign. This feature was noted by many of the sites in their final reports, as well as in the campaign exit interviews of the site coordinators.

In addition to the Strategic Planning Guide, FHWA created a plan for providing technical assistance to the communities. The organizational structure for providing assistance was formed in such a way that the sites could access information from a number of contacts, according to their specific needs.

Technical Assistance Workshops were also held two regional and one national to provide face-to-face contact with site coordinators and answer specific questions. In addition, newsletters were mailed in July and September 1996 (during which time the majority of sites were implementing their campaigns) to facilitate tips and information sharing among sites. The one-and-a-half-day national

workshop was held in Albuquerque, NM, preceding the 1996 Lifesavers Conference to give site coordinators an opportunity to attend the nation's largest traffic safety conference following the workshop. Sessions were selected based on requests from site coordinators and conducted by a panel that included FHWA Headquarters staff, site coordinators and additional technical experts (such as Richard Retting from the Insurance Institute for Highway Safety and Jim Swinehart, of Public Communication Resources, Inc.). In addition, a plenary and networking session enabled the site coordinators to meet each other and peer- assist.

According to a compilation of evaluation forms completed by attendees, the workshop was very helpful and informative. Site coordinators commented that it was an opportunity for peer-to-peer communication, an effectively combined meetings and networking time, and provided group cohesiveness and commitment to the cause. They also appreciated the time to share ideas and experience and meet the FHWA staff, as well as the opportunity to attend the Lifesavers Conference.

FHWA RLR Mini-grants

Implementation of campaigns at the local level was also augmented by mini-grants, in amounts ranging between \$12,500 and \$40,000, depending upon financial needs indicated in the sites' campaign application. Since this was FHWA's first foray into a national safety campaign, mini-grants were obtained through FHWA Headquarters Technology Transfer funds and administered through FHWA field offices. The Strategic Planning Guide provided specific guidelines to the sites by indicating appropriate uses for the Stop RLR Campaign mini-grants. Guidelines prohibited the use of these funds to purchase non-consumables, and because funds were limited, FHWA discouraged use of Stop RLR Campaign mini-grants for advertising and overtime law enforcement.

Implementation Site Reporting and Program Requirements

In order for FHWA to report on and evaluate the implementation, each site was asked to complete a strategic plan and provide monthly status reports and a final report summarizing and highlighting all activities associated with the campaign. These activities also provided the site coordinator an opportunity to comment on elements that were particularly successful or were barriers to success. Prior to kicking off their local campaigns, sites were also asked to work with engineers to evaluate their traffic signal system, compile citation and crash statistics for the months in the prior year that paralleled the time period planned for campaign execution, and conduct a community survey to gain benchmark data on attitudes and awareness of the red light running issues. Following campaign implementation, sites were asked to gather citation and crash statistics for the campaign time period and conduct a post- campaign community survey. The second survey was typically conducted three months after the pre- campaign survey was completed, and each wave generally involved at least 500 respondents.

It should be noted that, while all data gathering was strongly encouraged and recommended, such actions were essentially voluntary. Data gathering, whether through community surveys or citation and crash analysis, proved to be the most difficult, time- and resource-intensive step in the campaign planning and assessment process. In an effort to ensure that as many campaigns were launched as possible, FHWA did not enforce mandatory compliance with campaign data gathering. This is not to say that all standards for campaign approval and support were relaxed, only that sites were allowed some degree of flexibility in collecting information.

Because of the importance of working with the communities to determine the best way to reach adult drivers in their areas, FHWA also enabled the sites to determine the best time to kick off campaigns and the time period in which to conduct the campaigns. The only time constraints involved requirements to conduct at least a three-month campaign and to complete all activities, including submission of a final report, by April 1998.

Overview of Implementation Site Campaigns

Implementation site campaigns, including pre- and post-campaign activities and evaluation, were well distributed among the three years of the program. Some sites began as early as September 1995 and others did not start activities until mid 1997. This proved beneficial: as sites' technical assistance demands and needs fluctuated depending upon the campaign stage, FHWA was able to provide personalized assistance. The highest level of technical assistance occurred in the first year, with the local tagging of the PSAs, assistance with sites' strategic plans and pre-campaign evaluation, and the Albuquerque Technical Assistance Workshop.

In reviewing site activities, it was apparent that the campaign achieved the objective of providing a consistent message across the country and the flexibility to make each campaign unique, depending upon local needs, community size and make-up, and complementary campaigns. A few consistencies in the campaigns included: press kickoff events that involved community leaders, enforcement representatives and FHWA field staff; meeting with and involving local media; involvement in special events, such as local fairs, parades and safety days; and presentations by campaign coordinators or enforcement representatives to schools, businesses and community groups.

Campaign Evaluation

Because the Stop RLR Campaign had both national and local (implementation site) objectives, it was evaluated at two levels the implementation site level and the national level.

Implementation site level evaluation: According to the goal of the campaign, the focus of the Stop RLR Campaign was to decrease intersection-related crashes by reviving respect for the red signal. In order to accomplish this goal, FHWA targeted specific communities and worked with them in partnership to reach the motoring public in those communities. Thus, when it came to evaluating the campaign at each of the implementation sites, it was crucial to examine three separate success factors:

- 1) The relationship created between FHWA and the community that conducted the campaign (process evaluation);
- 2) How that partnership affected the motoring public in those communities (impact evaluation); and
- 3) The campaign's effect on intersection-related crashes (outcome evaluation), although over the course of such a short-term program, any significant impact on crashes was thought to be subject to a wide variety of other forces (e.g., weather, multi-vehicle collisions which could skew data in smaller population sites, etc.).

Tools used to evaluate local campaigns included monthly status and final reports detailing campaign activities, including how the community and media were responding to the local campaign; the collection of pre- and post-campaign crash and citation statistics to examine both impact and enforcement agency support for the campaign; and the pre- and post-campaign surveys conducted among community members.

National level evaluation: The following components were used to evaluate the campaign at the national level:

- 1) Response of the implementation sites. Did the sites believe that the technical assistance was appropriate? How well did the communication and reporting requirements work? How were FHWA and DOT represented by this campaign?
- 2) Degree of national media attention. How did media respond to the campaign, including the issue and the strategies used to implement the campaign?

- 3) Level of support from FHWA and DOT. Was the campaign respected and supported by the Department?
- 4) Recognition of the campaign by FHWA stakeholders. What was the feedback from safety organizations, advocates, communities (that were not implementation sites) and private and public sectors?

Evaluation methodologies and tools, such as a post-campaign "exit interview" with each site coordinator, were developed to ensure that an overall analysis of the national campaign implementation was conducted. In addition, recognition (via awards), demonstrations of support by FHWA, and requests for materials and information were tracked to demonstrate program demand and success.

Implementation Site Results

Based on an individual analysis of each implementation site utilizing the evaluation criteria identified, results indicated that the campaign was successful in each community. However, the degree to which each community gained success in specific evaluation categories varied. Following are some highlights from each of the evaluation criteria, demonstrating the effect of the campaign in a variety of communities.

Community Process in Development and Support of the Campaign

Partnerships and Coalitions

A collaborative community effort was integral to the success of the campaign. Many campaign sites used this effort as an impetus to build a local coalition or work in partnership with other organizations. The Black Hawk County, Iowa, site coordinator reported that "the objective of creating a safer community by re-establishing respect for the traffic signal was embraced by all. The "Arrive Alive" Committee expanded its membership to include other traffic safety proponents and met with health care professionals, police/fire/emergency personnel and other safety advocates. A Safe Communities grant was applied for, and funding for fiscal year 1998 was approved."

In Richmond, Virginia, the campaign provided an opportunity for four counties to work collaboratively and, according to the site coordinator, served to strengthen relationships between them. Bellingham, Washington, reported that "...the campaign sparked citizen concern for continued information and education regarding the red light running issue and attracted the interest of the Washington Insurance Council, which has expressed interest in possible participation in a follow-up version of the campaign."

Community Support

The Stop RLR Campaign grants provided to each implementation site by FHWA were intended as start-up funds, and almost all campaign sites were able to leverage those dollars with both monetary and in-kind donations within the community. Support ranged from staff time, research, and media placement, to printing funds. From the \$637,200 provided in grant funds, approximately \$1,337,029 in additional contributions were realized.

Institutionalizing the Campaign in the Community

It is important to FHWA that the effort put forth in both the development and execution of this campaign will not end with the expiration of federal funds. All sites indicated that the campaign would be institutionalized in their communities in some form, supported through separate funds and organizations.

In sites such as Phoenix, Sacramento and Boston, PSAs continue to be broadcast and requests for campaign materials by neighborhood groups and companies are received on an ongoing basis. Polk County, Florida, reported that the Florida Community Traffic Safety Program (CTSP) Coalition decided to support the program, and about half the CTSPs in the state became involved, distributing RLR information in their areas. They also instituted a selective enforcement program called, "STOP! Red Light Running Week" (January 11-17, 1998), and suggested planning an anti-red light running activity in January every year.

Fulfillment of Additional Local Objectives

In order to make the campaign their own, many local communities used it to further additional local goals and objectives. These local objectives ranged from reaching special target audiences to increasing the fine for red light violations or installing cameras used for red light running enforcement. Sites indicated that this campaign was integral in achieving these local objectives and provided comments such as this one from Sacramento, California, "The campaign generated so much community support around the issue that the public and the media continue to contact the coordinator for additional information. The committee believed that the campaign was also instrumental to the passing of a bill that increased the fine for red light running, thereby paving the way for community support of the installation of cameras."

Support by Enforcement Agencies

Even with the many campaigns that were coordinated by local enforcement agencies, raising the level of importance of red light running with police officers or law enforcement agencies who need to balance their time between crime patrol and other significant duties continues to be a challenge. Overall, the campaign worked well to encourage enforcement support, and many of the police officers involved not only focused their patrol efforts on red light running, but also contributed to the campaign in other ways, such as making presentations at schools and neighborhood meetings.

Many communities, including Bellingham, WA, and Oklahoma City, presented data which indicated an increase in citations during the campaign time period, as compared to the same time period in the prior years. In Lexington, Kentucky, traffic citations issued for red light running increased by 45.9 percent during the campaign period, while total traffic citations decreased by 14.9 percent. The number of citations also increased at nine of the 18 intersections that had the largest number of red light running collisions.

Media Attention

Local media outlets in the majority of the communities were very responsive to the issue and the campaign. This was demonstrated by both the high level of news coverage in each of the campaign kickoffs, and follow-up stories and media "ride-alongs" with police officers on patrol. The Lexington, Kentucky, site even reported that "Vice President Al Gore [flew] into our city to be escorted to our state capitol in Frankfort, Kentucky, the day of the kick-off. Regardless of this major event, the media covered the kick-off in full force."

In addition, the air time devoted to the broadcast PSAs was often substantial. In Howard County, Maryland, "the television station hosting the NFL playoffs aired the red light running message several times throughout the game....eight interviews for shows dedicated to red light running were done for area radio stations. Seven television stations took part in the airing of the video PSAs."

In Portland, Oregon, stations ran a total of 508 PSA spots, and in Polk County, Florida, PSAs were aired on the majority of both TV and radio stations. Also, in many instances, the site coordinator or a police officer was interviewed on the campaign on local radio and TV shows.

Impact of Campaign

Community Surveys

Because of the essentially voluntary status of the data gathering and reporting steps noted earlier in this report, inconsistent survey methodologies and locally revised survey instruments made it difficult to analyze the impact of the Stop RLR Campaign across different communities. Although a scientific comparison across sites was not obtainable, the surveys had significant value in helping the implementation sites examine their communities' attitudes toward and awareness of the red light running issue.

The following are observations that were made from examining some of the site surveys:

Frequency of Red Light Running

Although red light running was not mentioned as often as speeding and some other violations, it was observed frequently in every city. A majority of drivers reported seeing others run red lights either "every day" or "a few times a week."

TABLE: Community Awareness Survey Results
Q. "How often do you see others run red lights?"

Site/Response	"Every Day" Pre-Campaign	"Every Day" Post-Campaign	"A Few Times a Week" Pre-Campaign	"A Few Times a Week" Post-Campaign
Bellingham, WA	15%	11%	25%	26%
Colorado Springs, CO	39	41	32	30
Lexington, KY	40	42	32	32
Liberal, KS	18	15	32	27
NW Alabama	26	33	32	36
Phoenix, AZ	48	46	29	29
Portland, OR	23	28	33	24
Richmond, VA	28	29	31	33

Perceived Importance and Risks of Red Light Running

Red light running is a frequent occurrence throughout the country, and almost all drivers admitted to having committed this violation at various times. However, this was typically not a deliberate act, but rather something that happens unexpectedly as when a distracted driver notices too late that a light is changing, or when he or she is afraid to stop because another car is following too closely. This aspect of red light running behavior could well account for the increase from the pre-campaign survey to the post-campaign survey in self-reported violations. As with any public information campaign, the Stop RLR Campaign was successful in many sites in raising awareness of red light running, and making the target audience more attuned to their own behavior. In many cases, this also resulted in an increase in the percentage of respondents who admitted to running a red light. Regardless of the change in figures, and even in those sites where the results showed a decrease, the percentage of drivers who report that they have run a red light is significant.

TABLE: Community Awareness Survey Results
Q. "Have you ever run a red light?"

Site/Response	"Yes" Pre-Campaign	"Yes" Post-Campaign
Bellingham, WA	53%	57%
Colorado Springs, CO	73	67
Jackson, MI	41	41
Lexington, KY	75	76
Liberal, KS	53	46
Lincoln, NE	74	68
NW Alabama	59	65
Phoenix, AZ	78	75
Portland, OR	76	76
Richmond, VA	49	51

Although several campaigns produced some increase in the belief that collisions and injuries result from red light running, most drivers believed the risk was slight both before and after the local campaigns. This may be true in part because no collision had resulted when they ran red lights themselves.

TABLE: Community Survey Results - Bellingham, WA
Q. "Out of 100 drivers who run a red light, how many do you think will..."

	"Be Stopped and Ticketed" Pre-Campaign	"Be Stopped and Ticketed" Post-Campaign	"Result in a Crash" Pre-Campaign	"Result in a Crash" Post-Campaign	"Result in an Injury" Pre-Campaign	"Result in an Injury" Post-Campaign
None	16%	9%	5%	4%	5%	3%
1-2	40	38	35	32	39	40
3-5	25	28	25	26	24	26
6-10	10	14	19	22	15	15
11-20	5	9	9	10	9	10
More	4	3	7	6	9	6

Despite these difficulties, in several cities comparison of the pre-campaign and post-campaign surveys did reflect an increased awareness of red light running as a problem. Again, as noted

above, increases in results from the pre-campaign survey to the post-campaign survey should not be considered negative to the effectiveness of the Stop RLR Campaign. The campaign in many sites was successful in raising awareness of red light running, which in turn led to increased observations of the behavior.

TABLE: Community Survey Results

Q. "When you are driving, what traffic violations do you see other drivers committing?"

Site/Response	"Not Stopping for a Red Light" Pre-Campaign	Not Stopping for a Red Light" Post-Campaign
Bellingham, WA	29%	39%
Colorado Springs, CO	55	72
Jackson, MI	34	26
Lancaster, PA	37	39
Lexington, KY	62	76
Milwaukee, WI	20	12
Richmond, VA	36	55

Law Enforcement and Red Light Running

A large majority of drivers felt that there was little likelihood of being stopped and ticketed for running a red light. In some sites, however (such as Central Oklahoma), police wrote more citations for red light violations during the early part of the campaign, and this fact was publicized. This in turn led to an increase in drivers' perception that someone running a red light was likely to be caught and ticketed.

In one city (Phoenix), the post-campaign survey included a question about the appropriateness of penalties for running a red light. The penalties were regarded as too low by more people (20 percent) than thought they were too severe (3 percent), but almost half did not know what the penalties were.

TABLE: Phoenix Community Awareness Survey

Q. "Do you think the penalties for red light running are appropriate?"

Response	Pre-Campaign	Post-Campaign
too severe	3.2%	2.2%
too low	21.8	18.2
not sure	27.8	19.5
don't know what they are	43.7	50.3
appropriate	3.5	9.8

Awareness and Effects of Campaign Advertising

The materials produced for the Stop RLR Campaign were not seen in isolation but appeared in the context of existing advertising and other media campaigns, including other messages on highway safety. On the baseline survey, an average of 43 percent of the survey respondents in project sites reported having recently seen or heard such messages. On the follow-up survey, an average of 55 percent answered affirmatively when asked the same question. The topics mentioned most often in the first survey were drunk driving and seat belts; in many of the sites, these topics were joined by red light running in the second survey.

Descriptions of the Stop RLR Campaign PSAs used in the implementation sites were recognized by a substantial number of people (averaging 19 percent in the sites as a group, and ranging from 3 percent to 50 percent for particular spots).

TABLE: Community Survey Results

Q. "Do you recall seeing or hearing advertising on the radio, television or in a newspaper about safe driving in the last three months?"

Q. "I am about to describe three ads or public service announcements for you and I'd like to know if you recall seeing or hearing any of them." (A. "Stop at Red," "Your Good," "He Took a Chance.")

Site/Response	Pre-Campaign	Post-Campaign
Bellingham, WA Any safe driving message "Your Good" TV PSA	56% 4%	62% 8%
Colorado Springs, CO Any safe driving message "Your Good" TV PSA	57 5	53 14
Jackson, MI Any safe driving message "Your Good" TV PSA	51 8	53 12
Lexington, KY Any safe driving message "Your Good" TV PSA	50 3	93 26
Polk Co., FL Any safe driving message "Your Good" TV PSA	15 0	24 12
Richmond, VA Any safe driving message "Your Good" TV PSA	42 10	58 28
Wood County, WV Any safe driving message "Your Good" TV PSA	57 5	70 11

About half of these people said they had changed their driving habits as a result most often by being more careful to stop for yellow lights or not to run red lights. There is reason to be skeptical of drivers making such a claim, since they know it is the responsible thing to do and they want to take credit for it, but some objective evidence supports the claim. In Lexington, Kentucky, for example, automatic monitoring indicated that violations at high-risk intersections decreased from 7.2 percent before the campaign to 4.6 percent at the end. The number of red light crashes decreased by 4.8

percent during the five-month campaign period, even while total accidents were increasing by 8.9 percent. In Portland, Oregon, where 40 percent of drivers said they recalled some part of the campaign, there was a 19 percent reduction in injury crashes at 12 high-risk intersections that were closely monitored.

Outcome Results

Decrease in Crashes Related to Red Light Running

A decrease in crashes, particularly those associated with signal light violations, was reported in many sites, including: Bellingham, Washington; Burlington, Vermont; North West Alabama; Polk County, Florida; Phoenix, Arizona; San Francisco, California; and Spokane, Washington. Overall, for those sites that were able to track crashes related to red light running, there was a decrease of approximately 15 percent. In Central Oklahoma, even with the state's speed limit increase, red light running crashes at half of the targeted critical crash intersections dropped after the campaign, with the percentage reduction ranging from 4.28 percent to 80 percent.

TABLE: Community Crash Data
Number of Crashes Associated with Signal Light Violations

Site/Response	Pre-Campaign	Post-Campaign
Bellingham, WA (6 month comparison)	41	33
Burlington, VT (annual comparison)	226	141
North West Alabama (3 month comparison)	60	48
Phoenix, AZ (4 month comparison)	737	550
San Francisco, CA (annual comparison)	886	797
Spokane, WA (3 month comparison)	135	129

National Campaign Results

To understand and appreciate the full impact of the Stop RLR Campaign, it was also crucial to evaluate it at the national level, taking into consideration the manner in which the campaign was recognized and accepted as a whole. This included the level of support indicated by implementation sites, reaction of national media and non-implementation communities, private and public sector organization feedback and support of the Department of Transportation and the federal government.

Response of Implementation Sites

To obtain candid information from the implementation sites regarding their experience with the Stop RLR Campaign, an independent research firm was commissioned to conduct personal phone call interviews with implementation site coordinators shortly after their local campaigns were completed. A standardized questionnaire (see appendices for samples of all survey forms) was used for these

interviews. Many of the sites were able to participate in these interviews and valuable input on the campaign was provided.

Following are general conclusions from this evaluation process:

Overall, the Stop RLR Campaign was applauded for being an effective, well-crafted multi-disciplinary approach to solving a serious traffic problem. Site coordinators respect the Stop RLR Campaign because they believe it works. The reason the campaign is effective, they believe, is that the entire campaign process was well developed and built upon the winning combination of public information and stepped-up enforcement.

The Stop RLR Campaign's application and strategic plan development processes were described as being "clear" and "fair." Many site coordinators interviewed believed the process used to develop and evaluate site applications was clear and fair. No one thought that the process was anything less than reasonable or appropriate in its time and resource requirements, and most believed it was handled smoothly and in a helpful manner.

Site coordinators interviewed were particularly impressed by and appreciative of the support provided to them by FHWA. Throughout the campaign, site coordinators report that they were supported fully by the FHWA. They commented that the FHWA staff with whom they interacted were at all times supportive and enthusiastic.

Stop RLR Campaign media materials were considered highly professional, though placing them was not easy. Site coordinators and local media alike admired the intelligence and professionalism of the media materials provided for this campaign. However, not all site coordinators believed they were either well prepared to pitch these materials to local media, or confident that they had the full attention of local media.

The Strategic Planning Guide was a heavily used element whose impact has extended into other programs. For many, the Strategic Planning Guide was not only a constantly used manual for the Stop RLR Campaign, but also became the template for an approach that has been extended to other public policy programs.

Local sites had some difficulty coordinating the required research evaluation, but were generally impressed with the program success this research documented. Nearly all site coordinators mentioned problems funding the pre- and post-campaign tracking that was required by this program. This appears to have resulted in some inconsistency in execution and interpretation. Most coordinators, however, were pleased with the results of their research.

Overall, the above information indicates that the approach and processes used in the Stop RLR Campaign were sound, well-adopted by site coordinators, and ultimately effective as a means of creating a process to achieve higher public awareness of and compliance with signal laws in the communities where the Stop RLR Campaigns took place.

Recognition of Campaign by FHWA Stakeholders and the Public Sector

It was always the intent of FHWA that the Stop RLR Campaign continue beyond its designated implementation site grant program. However, FHWA did not anticipate the huge degree of interest in and support for the campaign generated by stakeholders and the public sector.

Requests for Materials

Shortly following the announcement of the campaign at the 1995 press conference, communities from all over the country began contacting FHWA, seeking information on how they could become

involved. The requests continue today. Committed to assisting all interested communities, FHWA reprinted quantities of the Strategic Planning Guide twice, distributing them to communities who presented a need for, and a commitment to, implementing the campaign without additional assistance from FHWA. Requests came from as far away as Canada, Mexico, South Africa and New Zealand.

Stakeholder Support

Key FHWA stakeholders, such as the Institute of Transportation Engineers (ITE) and the National Safety Council showed support for the campaign throughout its implementation through the publishing of journal articles.

Support of Private and Public Sector Organizations

In addition to likely stakeholders in traffic safety, the Stop RLR Campaign garnered significant and unsolicited support from private and public organizations. In particular, DaimlerChrysler Corporation and the American Trauma Society (ATS) initiated a partnership program which continued campaign activities nationwide beyond the official close of the campaign.

In the fall of 1997, as the sites' campaigns were coming to a close, Harry Teter, Executive Director of the ATS, a national nonprofit organization dedicated to the prevention of trauma and the improvement of trauma care, expressed interest in conducting the campaign in 200 of its member communities. ATS had experienced strong prior success in focusing on red light running in four trauma center communities trauma was reduced in the centers by 20% in a two-week period and was interested in conducting the FHWA campaign during May 1998, Trauma Awareness Month.

At approximately the same time, DaimlerChrysler Corporation contacted FHWA to request involvement in the Stop RLR Campaign. The automobile manufacturer had been planning to conduct a similar campaign; however, after learning about the program and reviewing Stop RLR Campaign materials, DaimlerChrysler instead opted to partner with FHWA. Seeing potential for a successful private/public sector partnership, FHWA brought together ATS and DaimlerChrysler to conduct a second phase of the Stop RLR Campaign. FHWA also supported ATS efforts by producing over 200 Stop RLR Campaign Strategic Planning Guides that were distributed to the member trauma centers. In April 1999, DaimlerChrysler updated, revised and distributed the FHWA's Stop Red Light Running Campaign Strategic Planning Guide to the ATS trauma sites and other interested communities.

To formally announce the joint partnership among FHWA, ATS and DaimlerChrysler, a press event was held on April 30, 1998, at the same location of the press conference in 1995 the grounds of the Washington Monument. The conference also served as an opportunity to highlight the success of the implementation sites and underscore DOT's commitment to safe communities. A second press event took place on September 4, 1998, to kick off National Stop On Red Week, the result of the FHWA/ATS/ DaimlerChrysler partnership. In addition, a group called National Organization for Traffic and Intersection Safety (NOTIS) was formed in late 1998. The objective of the group is to advance traffic intersection safety through the enactment of red-light running photo enforcement-enabling legislation and other appropriate measures.

Degree of National Media Attention

Judging by response of the national media to the campaign, red light running is increasingly being recognized as an important safety issue by national media. From the announcement of the campaign in 1995 to the 1998 press conference detailing results of the grant sites and continuation of the campaign, the media have continued to report on the campaign as well as the issue.

Also of interest is the increase in placements resulting from the first press conference to the second event. Although the first conference could be said to be more newsworthy (with the announcement

of grants to communities and the introduction of the campaign), the second event generated many more TV, radio and print placements. Some of this additional coverage can be attributed to a video news release and satellite radio tour that was not a part of the first event. However, the second event's coverage presents the issue of a red light running as a significant traffic safety issue and a symptom of "aggressive driving." Aggressive driving was a term that was barely used in 1995 (although noted early on by FHWA in focus groups) but, during the three years of the campaign, grew as a major media topic. In the media's mind, red light running has changed from being an insignificant act to a highly recognized safety concern and act of aggressive driving. The emphasis in at least 31 communities on the topic could be said to have played a part in this increase in media attention.

Support of DOT

Along with recognition by national media and independent organizations, the Stop RLR Campaign enjoyed the strong support of the DOT. It was supported by other agencies such as the National Highway Traffic Safety Administration in speeches and newsletters, and it was also presented as an example of a success story in the 1996 National Performance Review (NPR) Status Report, which was forwarded from DOT to Vice President Gore.

Lessons Learned

Throughout the Stop RLR Campaign, FHWA garnered many "lessons learned" that would be useful to either the planning or implementation of future public information campaigns. The following provides a brief overview:

Campaign Planning & Design

Up-front Planning

Crucial to the Stop RLR Campaign's success was its design from the very outset in the balance between, and emphasis on, both public education and enforcement. Other key elements of the Stop RLR Campaign's overall program design were the 1) availability of mini-grants to provide valuable seed money and a base from which to secure additional funds, and 2) the availability of FHWA headquarters and field staff to provide technical assistance. Future campaigns should strive to be as comprehensive in their strategic approach as the Stop RLR Campaign.

Importance of Site Selection Criteria

The site selection criteria developed by FHWA provided proper emphasis on those aspects of the campaign (e.g., ability to work effectively with law enforcement, experience with other traffic safety issues and campaigns, and existing organizational structure and contacts to assist with planning and implementation) which would ultimately prove important to achieving success. Developing and adhering to such strict criteria should be a feature of future campaign processes.

Balance Between Control and Flexibility

As noted above, FHWA's stance of essentially advising and not insisting on completion of certain aspects of the campaign helped free up time and resources that made other aspects of the campaign a success. However, the essentially voluntary aspects of the campaign, such as pre- and post-campaign surveys, were inconsistent. For future campaign planning, either additional funding should be committed to resource-intensive activities such as market research, or alternate strategies (e.g., develop a self-administered version of the survey instrument in addition to the phone survey form, or field all surveys from the national level) should be identified.

If the decision is made to field future surveys at the local level, campaign planning documents should specify exactly the amount of resources which are involved in the pre- and post-campaign survey process (i.e., approximate costs for a local market research firm, appropriate or suggested time-lines, the importance of consistent pre- and post-survey methodology, etc.).

Campaign Implementation

Technical Assistance Workshops

To help ensure consistency of message and approach, in addition to encouraging teamwork and information sharing among Stop RLR Campaign site coordinators, the national and regional technical assistance workshops proved invaluable. The opportunity to meet face-to-face with local law enforcement and other traffic safety professionals can provide important opportunities for shared learning on campaign strategies and gaining feedback on almost any issue or campaign. Though relatively costly on a national level, such workshops should be strongly considered.

Strong Kick-off Events

One of the most consistent elements of successful local campaigns was a carefully planned, well-attended kick-off event to launch the campaign. This event helped coalesce support and provide initial momentum and press attention which carried through the local campaign efforts. The initial phase of future efforts should be launched in a similar fashion.

Crash and Citation Data

Some sites encountered difficulty in accessing crash and citation data to help evaluate their campaigns, especially on a timely basis. Other coordinators helped change their organization's or agency's data gathering and analysis procedures based solely on the reporting requirements of the Stop RLR Campaign. The availability and access to such data should be considered as a primary criteria for future campaigns, and potential coordinators should be encouraged to investigate the amount and quality of data at the time of application. Also, FHWA should allow for additional time at the close of the local campaigns for coordinators to collect and analyze data, which is often unavailable until year-end.

Provide a Wider Range of Media Materials

Although campaign site coordinators applauded the range and quality of materials provided, future campaigns could benefit from both additional materials and revisions of existing materials developed at the national level, including:

- Closed-captioned television PSAs
- Television PSAs which can accommodate longer local tags
- Print PSAs with less copy and/or in a wider variety of smaller sizes
- Artwork for other applications (e.g., bus and billboard signs, milk cartons, etc.)
- Broadcast and print PSAs, in addition to survey instruments, translated into Spanish
- Print PSAs in disk format, in addition to hard copies

Conclusion

From selection of the topic and formative focus research conducted prior to the development of materials, to pilot testing materials and constructing campaign procedures, the Stop RLR Campaign was carefully developed, monitored and evaluated. The result has been a successful campaign that was able to effect change not only in the 31 grant communities but also nationally, raising awareness of red light running as a traffic safety issue.

Although the FHWA program has been completed, the campaign will continue: all 31 grant communities have indicated that they will continue focusing on reducing red light running, the DaimlerChrysler-ATS partnership will support the campaign in more than 200 communities; and more than 70 communities have requested and received RLR materials to conduct the program with their own funding. Red light running is an issue that will never completely disappear, but through this campaign, has been brought to the forefront and exposed as a valid safety concern. It is now up to

the partners established through the Stop RLR Campaign to continue to reduce the number and severity of crashes caused by non-compliance with traffic signals.