

Red Light Running: Stop on Red Campaign - 2007

Lisa Bullard-Cawthorne, MS, MPH
Public Health – Madison & Dane Co.
Safe Communities

Locations for Observations/Campaign

Criteria for choosing:

- High crash intersections across Madison
- Linked with all five police districts
- Near high school to target young drivers

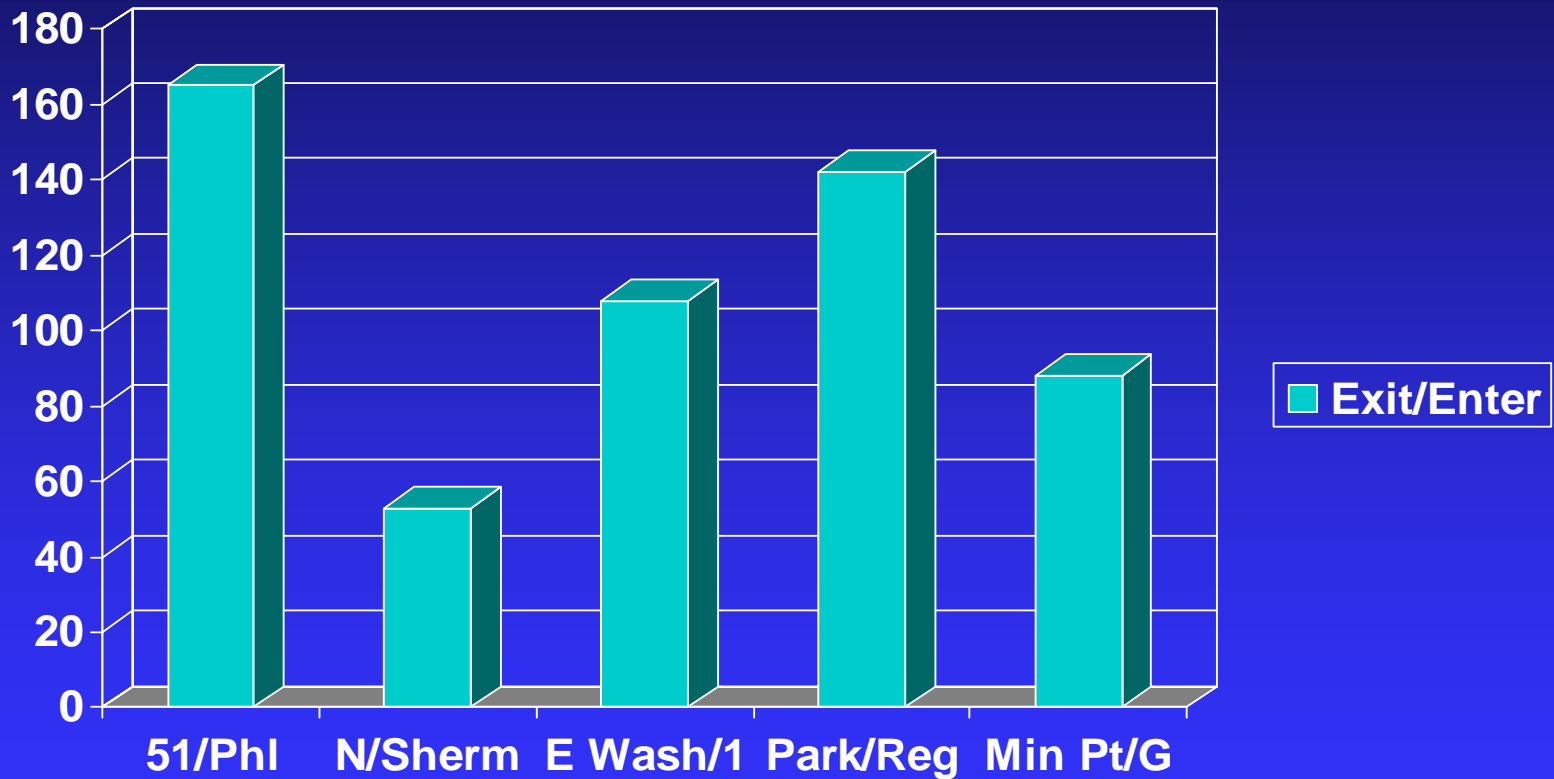
Stop on Red Campaign Locations

Location	Crashes # in 2005	Police District	High School
Stoughton/ Phlaum	7	East	La Follette
Northport/ Sherman	10	North	Shabazz
E. Wash./ First	7	Central	East
Park/ Regent	9	South	West
Mineral Pt./ Gammon	9	West	Memorial

Observation Conditions

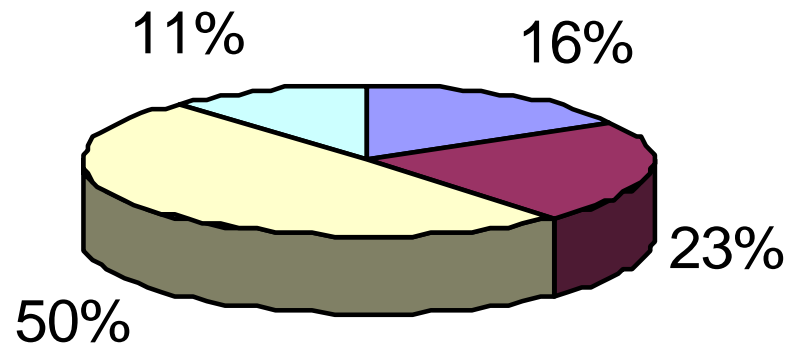
- Checklist used
- Time period – 60 minutes
- Time of day – highest number of crashes
- People – 2 to 4

Traffic Violations - Enter/Exit Red Before Campaign – August 07



Stoughton/Phlaum

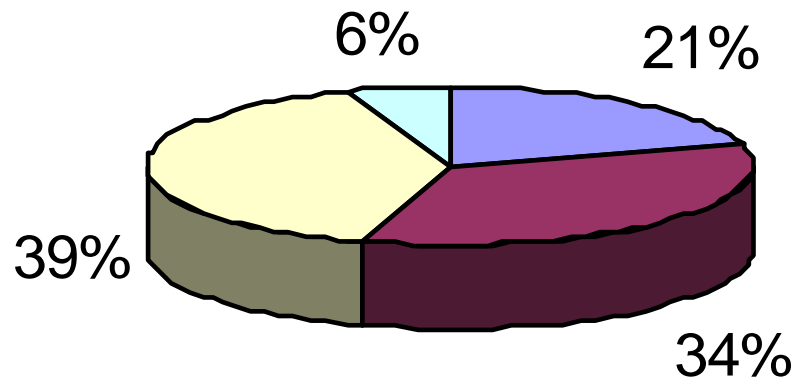
Types of Red Light Violations Stoughton Road/Phlaum Road (Madison) Before Campaign, August 2007



- Enter Red - Straight or left
- Enter Red - right turn
- Exit Red - straight or left
- Exit Red - right turn

Northport/Sherman

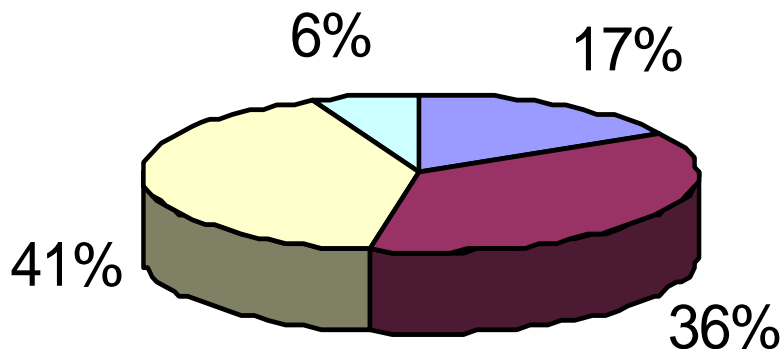
Types of Red Light Violations Northport / Sherman (Madison) Before Campaign, August 2007



- Enter Red - Straight or left
- Enter Red - right turn
- Exit Red - straight or left
- Exit Red - right turn

E. Wash/First

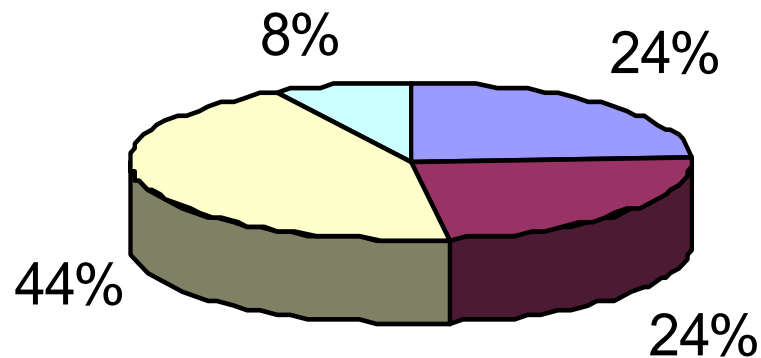
Types of Red Light Violations East Washington/First Street (Madison) Before Campaign, August 2007



- Enter Red - Straight or left
- Enter Red - right turn
- Exit Red - straight or left
- Exit Red - right turn

Park/Regent

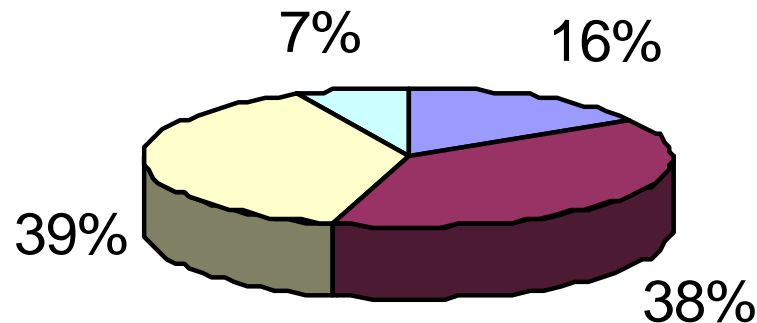
Types of Violations Park Street/Regent (Madison) Before Campaign, August 2007



- Enter Red - Straight or left
- Enter Red - right turn
- Exit Red - straight or left
- Exit Red - right turn

Mineral Pt./Gammon

Types of Red Light Violations Mineral Point Road/Gammon Road (Madison) Before Campaign, August 2007



- Enter Red - Straight or left
- Enter Red - right turn
- Exit Red - straight or left
- Exit Red - right turn

Data Comparison to 2002 East Washington & First

- 2002 – 85

(Enter Red & Exit Red -
straight, left, right turn)

- 2007 – 108

(Enter Red & Exit Red -
(straight, left, right turn)

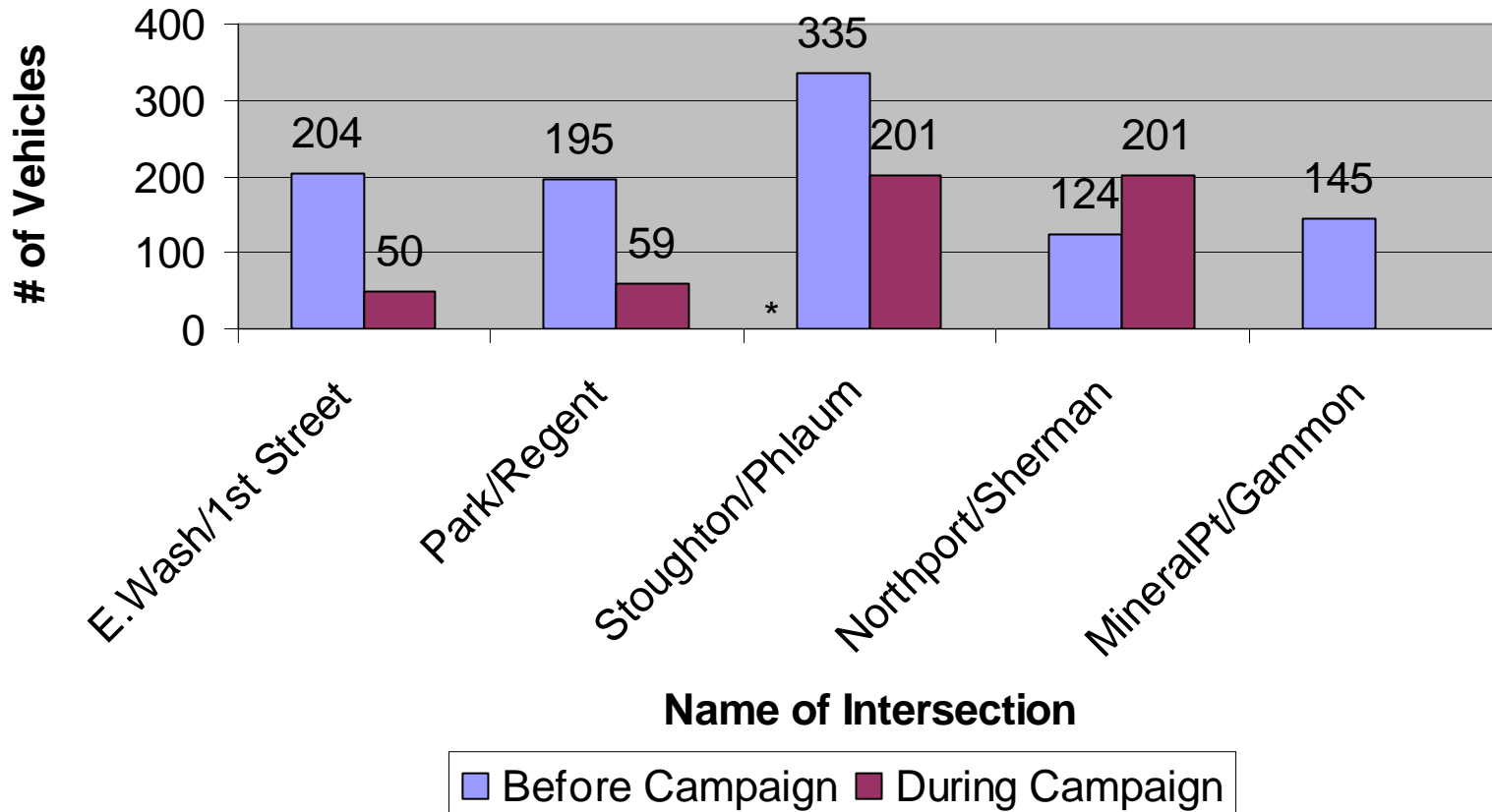
Stop on Red Campaign 2007 Components

- September 4 – September 30
- Burma Shave message signs
- Enforcement
- Radio advertising targeted to young drivers
– September
- TV Media coverage

Stop on Red Campaign (Sept. 2007)

Number of Vehicles Observed in 60 Minutes

Violations & Unsafe Driver Behavior



During Campaign

Stoughton/Phlaum (3:00 – 4:00 pm)

Violation	Total Number
Red Light (Enter Red)	21
Right Turn on Red (Enter Red)	56
Yellow Light (Exit Red)	51
Traffic Stops	7 (3 citations, 4 warnings)

During Campaign

Northport/Sherman (9:00-10:00 am)

Violation	Total Number
Red Light (Enter Red)	6
Right Turn on Red (Enter Red)	16
Yellow Light (Exit Red)	18
Traffic Stops	6 (5 citations, 1 warning)

During Campaign

E. Wash/First (7:30 – 8:30 am)

Violation	Total Number
Red Light (Enter Red)	4
Right Turn on Red (Enter Red)	11
Yellow Light (Exit Red)	28
Traffic Stops	7 (7 citations)

During Campaign

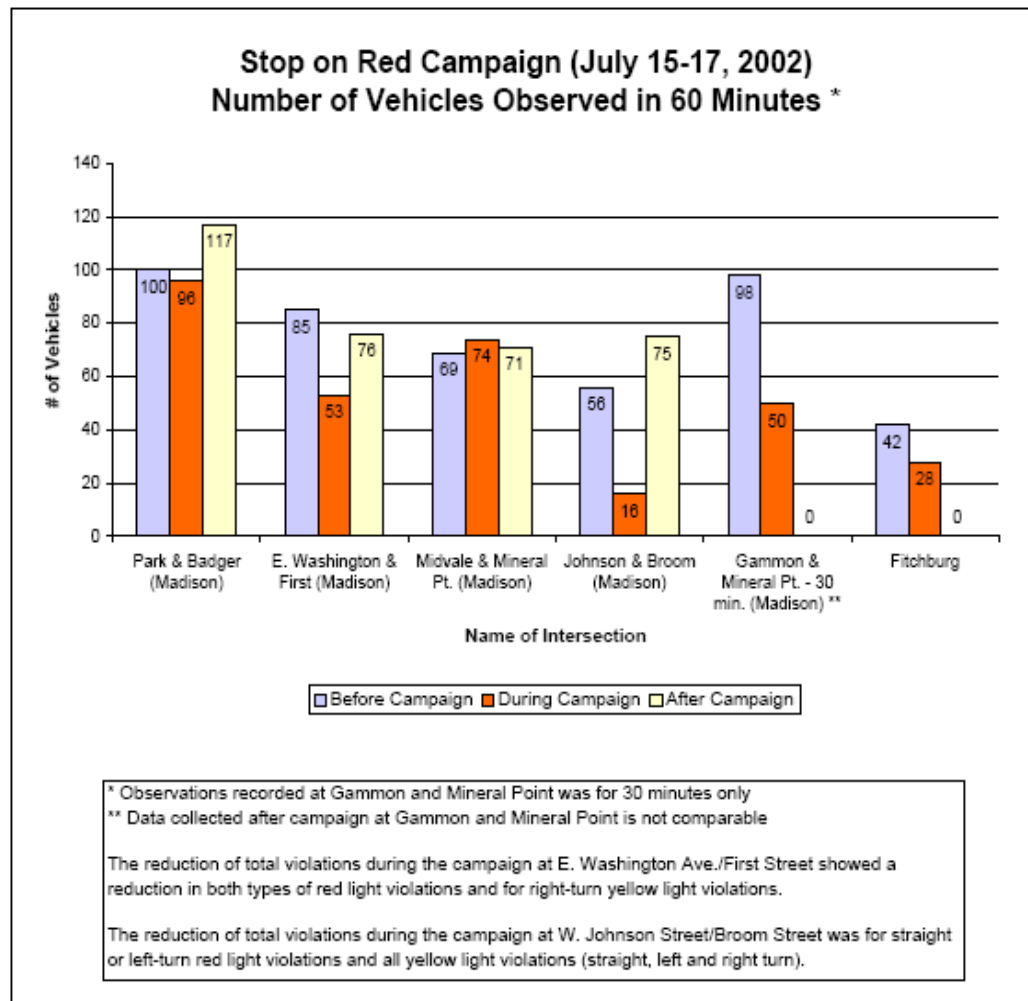
Park/Regent (3:00 – 4:00 pm)

Violation	Total Number
Red Light (Enter Red)	44
Right Turn on Red (Enter Red)	26
Yellow Light (Exit Red)	64
Traffic Stops	17 (12 citations, 5 warnings)

Elements of Statute Enforcement

- See vehicle behind white line when turns red
- See light turn red
- If radio other officer - description of vehicle (type, color, license)
- If officer witnesses - description of vehicle (distinct markings) and be able to follow

Before, During and After Campaign



Lessons Learned about Enforcement of Red Light Violators

- Some intersections have poor visibility so it is difficult to enforce (spread out)
- Some intersections are difficult to safely make traffic stops (unsafe to chase down violator for traffic and pedestrians)
- At some intersections, because of the large numbers of violators, it is difficult to stop many
- Motor cycles are more effective at stopping violators

Effective Way to Stop Those Running Red Lights

- Since resources are limited for enforcement waves at high crash intersections, consider the use of cameras (photo enforcement) for education and enforcement