



Press Release:  
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Cathedral City Police Department To Participate In The National "Stop On Red Week"  
(August 2-8, 2009).

The 2009 National Stop On Red Week takes place Aug. 2-8, 2009. The National Campaign to Stop Red Light Running is dedicated to reducing the incidence of red light running in the United States and the fatalities and injuries it causes. The Campaign has pulled together a team of leaders from the fields of law enforcement, transportation engineering, healthcare and emergency medicine, and traffic safety, to tackle this crucial safety issue. The National Campaign to Stop Red Light Running aims to better inform the public and their elected officials about the seriousness of this all-too-common danger, as well as the law enforcement practices and tools that can make our roadways safer. The Campaign promotes public education about the core safety issues and provides support for broad, coordinated law enforcement, including red light camera technology. The Campaign is an independent advocacy initiative focused on both the national and grass roots levels and is guided by a National Advisory Board. Visit <http://www.stopredlightrunning.com/> for more information.

Red light running is a dangerous and costly traffic violation in our country. According to the 2005 Safety Evaluation of Red-Light Cameras red light running is estimated to produce more than 100,000 crashes and approximately 1,000 deaths per year in the United States. Red light running is a serious problem with devastating consequences. Drivers who fail to stop at red lights increase their risk of hitting another vehicle or pedestrian causing major intersection congestion. Red light running alone not only costs Americans billions of dollars every year but also costs us lives.

In 2007, motorists running red lights resulted in more than 153,000 injuries and 900 fatalities in the United States.

The National Stop on Red Week campaign has been established to educate drivers about the dangers of red light running, to re-establish respect for traffic signals, to enhance the safety of our nation's drivers and pedestrians, as well as to reduce the number of injuries and fatalities resulting from this problem. However, education is not the sole solution. In order to fully combat this problem enforcement and engineering efforts, such as issuing citations and red light cameras, are required.

The Cathedral City Police Department is encouraging their officers to take an active part in this program by issuing citations for running a red light. "Running a red light is an act



of inattention or aggression. Both are avoidable and inexcusable,” says Sgt. C. Wolford, Traffic Division Supervisor for the Cathedral City Police Department. “People need to stop and think about how they would feel if someone they care about was severely injured or killed because someone acted irresponsible when behind the wheel of a car.”

The Cathedral City Police Department reminds motorists to remember these important rules when approaching intersections where there are traffic lights:

- Yellow lights are an indicator to slow down and prepare to stop.
- Come to a complete stop before turning on red.
- Scan intersections and approach with caution, even if the light is green.
- Yield to pedestrians. They have the right of way.

Safety is a shared responsibility. The Federal Highway Administration is responsible for building and maintaining safe roads but drivers must make smart decisions and be responsible on the road.

The increasing use of photo enforcement has been fueled by escalating violations combined with growing public support, advances in technology, and mounting documentation of their safety benefits.

Photo enforcement technology has been shown to be a promising tool that:

- Leads to safer driving habits
- Saves lives
- Reduces traffic crashes and dangerous driving
- Reduces health care costs
- Increases police officer safety and public safety
- Responds to public concerns
- Creates a violator-funded system that can be used to pay for increased public safety.