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ASupporters say legislation would cut cost of auto insurance

WASHINGTON (AP) Auto insurance premiums would fall and the number of frivolous lawsuits would decrease under legislation that would revamp the way drivers insure their automobiles, supporters say.

Drivers willing to give up the right to sue for pain and suffering could save an average of \$243 a year in premium payments, said Majority Leader Dick Armey, who is introducing the House bill.

Accident victims would look to their own insurance companies for compensation only for economic damages, without regard to fault, under the new system.

Supporters said the new system could lower auto insurance premiums by as much as 30 percent, reduce fraud and abuse and cut the numbers of nuisance lawsuits seeking high damage awards for minor injuries, Armey said Wednesday.

The bill ``simply gives consumers a choice to opt-out of the litigation-crazed, pain-and-suffering regime,''' said Sen. Mitch McConnell, R-Ky., who is sponsoring a similar bill in the Senate. ``Those who would opt-out would achieve savings by reducing pain and suffering awards, fraud and the bulk of attorneys fees.''

``It's no secret, ladies and gentlemen, that auto insurance is so expensive that it makes even a tough Texan cry,''' said Armey, R-Texas.

Public Citizen, a nonpartisan group founded by consumer advocate Ralph Nader in 1971, criticized the idea, saying the proposed system would be inequitable and could actually raise premiums. The five states with the nation's highest premiums all have some form of ``no-fault'' insurance system, the group said.

``Although sounding fair on its face, this plan gives consumers two grossly unfair options,''' Public Citizen said in a written statement.

If the bills are passed and signed into law, states would have the option of dropping out of the new system and restoring their own auto insurance rules, supporters said.

Owners of ``personal protection insurance'' would recover damages up to the limits of their policies. They would still be able to sue under state negligence laws for damages that exceed policy limits.

Under the bills, all drivers would retain their right to sue if injuries were inflicted intentionally or as a result of drug or alcohol abuse.

Drivers who choose to remain in the current system would have to purchase ``tort maintenance coverage'' for protection in the event they become involved in an accident with a driver covered by a personal protection policy, McConnell said.

``When tort drivers hit each other, they would sue each other the same way they currently do,''' he said.

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Study Backs Auto-Based Breath Test

By Paul W. Valentine
Washington Post Staff Writer

BALTIMORE, April 23—An electronic breath analysis device that blocks drunk drivers from starting their vehicles can significantly reduce the rate at which they are arrested for subsequent alcohol violations, according to a state study released today.

The study, described as the most comprehensive of its kind, tracked 1,387 chronic or repeat drunken-driving offenders in Maryland. It found that 2.4 percent of drivers forced to use the device were arrested for alcohol-related offenses in a one-year period, while 6.7 percent of drivers without the device were arrested.

The device "can significantly reduce alcohol traffic recidivism—at least during the first year when the restriction is in effect," said the study, conducted by the University of Maryland at College Park and the state's Motor Vehicle Administration.

Officials said they hope to have more figures in September showing whether recidivism increases after the device is removed from automobiles.

The experimental device, called an alcohol ignition interlock, is one of the latest tools in the quest by courts and law enforcement agencies across the country for ways to blunt drunken driving and its toll of deaths and injuries.

Of 41,798 people killed in auto accidents in 1995, for example, 17,274, or 41.3 percent, were involved in alcohol-related crashes, according to figures from the National Highway Traffic

Safety Administration. Almost 35 percent of the 671 people killed in Maryland were in alcohol-related accidents in 1995, as were almost 40 percent of 900 people killed in Virginia. In the District, 55 percent of 58 people killed were in alcohol-related crashes.

Officials at a news conference here today said about 20,000 interlocks are in use in at least 35 states, including Maryland and Virginia, where some courts and administrative agencies have ordered repeat offenders to install them. But their use is not widespread or systematic, and several studies of their effectiveness in past years have been inconclusive.

The interlock is a dashboard-mounted electric mechanism that is wired to the ignition system. The driver must blow into a mouthpiece before the engine will start. If the interlock detects alcohol, the engine won't start.

The traditional methods of preventing drunken driving—jail, fines, vehicle impoundment and license suspension or revocation—have had relatively little success in curbing chronic drunk drivers, the study said.

Such drivers are blocked from driving only briefly and often continue to drive with a suspended or revoked license, said Kenneth A. Beck, a health education professor at the University of Maryland and principal investigator for the study.

Beck and others pointed to a recent NHTSA survey supporting that point: 12 percent of drunk drivers involved in

fatal crashes had previous convictions for drunken driving. In contrast, 3 percent of all drivers in general had previous convictions.

The Maryland study, funded by the Insurance Institute for Highway Safety, a national insurance industry group, said the interlock may be a more effective deterrent than traditional enforcement tools because it is "designed to control the intersecting risk behaviors in question (drinking and driving) rather than either behavior separately."

In the Maryland study, the 1,387 participants were multiple offenders randomly selected from a list of drivers whose licenses had been suspended or revoked but subsequently had been recommended by the MVA's Medical Advisory Board for relicensing. About half, 698, were required to install interlocks as a condition of relicensing. The rest, 689, were not given interlocks and served as a control group.

Those with interlocks were required to buy them and pay a monthly fee, totaling about \$700 for the year. They also were issued special driver's licenses indicating that they were required to drive interlock-installed vehicles.

In the interlock group, 17 (2.4 percent) were stopped by police on drunken-driving charges during the one-year period of the study, compared to 46 (6.7 percent) in the comparison group.

Most of the 17 arrested in the interlock group were trying an end-run around the program by driving rental cars or other vehicles that were not equipped with interlocks, officials said.

An 'epidemic' of aggressive driving

Angry motorists, not drunks, now top list of commuters' concerns

By Kevin V. Johnson
USA TODAY

CHICAGO — Tom Bracken, 56, a pleasant English professor, has noticed distinct changes in his driving since he moved to Chicago from the suburbs five years ago.

Before, he rarely honked his horn. Now, "I honk my horn if the traffic stops to let somebody back into a parking place," he says.

But that's just the beginning. "If somebody tries to pass me on the right, I speed up," he says. "I make left turns after the light turns red, even if I'm the second or third person in the lane." And on the highway, "I get in the left lane and sort of tailgate anybody who isn't doing the speed of that lane. I used to do any of that." Why does he do it now? "I don't know," James says. "Aggressive driving begets aggressiveness, I guess."

Maybe.
A new poll by the Potomac chapter of the Automobile Association of America (AAA), serving the Washington, D.C., area, says that 44% of area drivers think aggressive driving is the biggest threat to highway safety. Respondents said they were more worried about aggressive driving than about drunken driving. And over half confessed to having been aggressive drivers themselves in the last year.

The poll reinforces a study of more than 10,000 media and police reports, done for the AAA Foundation for Traffic Safety, that found a 51% increase in violent driving incidents between 1990 and 1995.

"It's an issue of concern all over the country," says Stephanie Paul of the AAA Foundation. "There is a perception that it is getting worse."

"It's becoming a national epidemic," says Bob Wall, traffic safety coordinator for the Fairfax County, Va., police, who speaks on the issue around the country.

There's no official definition of aggressive driving, but almost everybody knows it when he or she sees it. The National Highway Traffic Safety Administration's (NHTSA) list currently includes: weaving in and out of traffic, excessive horn honking, running red lights, tailgating, passing on the right, making obscene gestures, screaming and headlight flashing. NHTSA says about 66% of all traffic fatalities annually are caused by such behaviors — more, even, than fatalities involving alcohol.

Traffic actions are illegal in many jurisdictions. But laws are seldom enforced because citizens don't tell police it's a priority, says Lisa Shelkh, a Washington area child welfare worker who started Citizens Against Speeding and Aggressive Driving, modeled after Mothers Against Drunk Driving. "For years, we've asked police for protection from murderers and rapists, but not from tailgaters and



Putting on the brakes: Bill Barth, right, tries to get his aggressive driving under control with the help of therapist Arnold Nerenberg, who advises his patients to have compassion for other drivers by thinking of their own mistakes and visualizing nonaggressive responses.

Shifting gears on behavior

Therapists and traffic experts are beginning to use strategies that aim to help drivers recognize and change their behavior before they act it out.

"People typically continue their behavior until it becomes painful enough for them to stop," says Julie Hinton, director of the Safety Council of the Ozarks in Springfield, Mo.

She is co-creator of an eight-hour video course aimed at reducing aggressive driving. A 1994 review of the program in Massachusetts — where drivers were offered

the course in lieu of license suspension — found that the drivers had 77% fewer accidents in the year after taking the course than the year before.

"If you can get people to look at their behavior and see what's coming, you can hopefully get them to change before the consequences become too painful," Hinton says.

Meanwhile, the National Highway Traffic Safety Administration offers this advice to people who encounter aggressive drivers:

► Do not challenge them

by speeding up or attempting to hold your own in your travel lane.

► Avoid eye contact.

► Ignore gestures and refuse to return them.

► Report aggressive drivers to the appropriate authorities.

► If you have a cell phone and can do it safely, call the local police.

► If an aggressive driver is involved in a crash farther down the road, stop a safe distance from the crime scene, wait for the police to arrive and report the driving behavior you witnessed.

speeders," she says.

Last year in McLean, Va., a tailgating incident between drivers in a Jeep and a Beretta quickly escalated to a race. And then, according to witnesses, the drivers — traveling at speeds well over 50 miles an hour — swerved into oncoming traffic. Three people were killed in a four-car crash that saw the Beretta hurtle into a van.

Police took notice. In the Washington, D.C., area, a crackdown on aggressive driving that involves 20 police agencies started April 28. The campaign, called Smooth Operator, runs until September and includes four separate weeks of intense "enforcement waves," interspersed with random crackdowns on offenders.

"The idea is that people are getting too upset and driving too fast," says Wall, the cam-

paign coordinator. "We want to yank their chains and say, 'Hey, cool out.'"

But experts say aggressive driving has a welter of causes and curbing it will require more than just traffic tickets. To begin with, drivers feel "a baseline physical buzz," says Carol Tavris, author of *Anger: The Misunderstood Emotion* (Touchstone Books, \$11). "Driving is a stressor, and the body generates adrenalin and stress hormones to help you deal with it. The body basically does all the things it would do to prepare you to fight. So a provocation that you might otherwise laugh off can more easily set you off."

California psychologist Arnold Nerenberg is more blunt: "You feel like you're in a war."

Psychological factors, on the other hand, arise both on and off the road. On the road, driv-

ers are mentally stressed simply because congestion is increasing. In the last 10 years, according to NHTSA, the number of vehicle miles driven annually is up 35%, while the number of miles of road has increased just 1%. The number of vehicles has also risen.

And lives are faster paced. "We'd probably all like to just e-mail ourselves from Point A to Point B," Shelkh says.

That pace, says Redford Williams, director of the Behavioral Medicine Research Center at Duke University, means that frequently "people are not as much in control of their lives." And that means an increase in hostility. Result: At least 20% of adults, Williams says, have hostility levels serious enough to be a health hazard.

All of which is compounded by a cultural change that, Tavris says, de-emphasizes civility.

"It used to be there was a rule of courtesy, for the road just as for writing thank-you notes. Now, everything is a personal insult." And we react in line with years of pop psychological advice that says "anger is good to get out," Tavris says. "Never mind who it lands on."

Especially if we are in a car. "If someone on the road upsets you," Nerenberg says, "that individual's whole identity is encapsulated in this bad thing he did. He is not seen as a whole person. There's an urge to express your aggression on this anonymous other, to think, 'I can't let him get away with this.' The thin veneer of civilization is removed."

And a car, which literally cocoons the driver in a shell, offers anonymity in a virtual tank. "You feel like you're invincible," says Richard Wark, researcher at the Northwestern University Traffic Institute. "They provide a buffer zone" that makes it easier to de-humanize the other driver than it would be if, for instance, you were walking down a crowded hallway. "Face-to-face contact with others acts as a restraint, and people are much more polite," he says.

Nerenberg says he advises patients to have compassion for other drivers by thinking of their own mistakes and to visualize nonaggressive responses without acting it out.

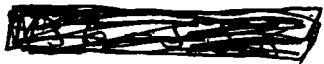
"Actually," he says, "half the battle is recognizing that you have a problem."

Still, suppressing aggressive desires is difficult. "Nothing makes me happier," Williams admits, "than to have a really fast car and be at the head of the line at the light and leave everybody in the dust."

USA TODAY
TUESDAY, MAY 6, 1997

(+ return)

Elizabeth —
whatever happened to our idea
of doing some kind of initiative
in this? Eleanora
Baruch

Phil Rich - Fax 366-2106 

Elizabeth --

As discussed, we are working on a longer options memorandum for you which I thought was complete. Until it is, following is a description of what we are thinking. I am also sending you a copy of our announcement memorandum that has been sent over there a couple of times. I want to make sure you are in the loop, since some of this is mentioned in there.

In short, we can pull together an aggressive driving event around a number of different themes. As mentioned, the week of April 20-26 is National Drive Safely Week. The Network of Employees for Traffic Safety (NETS) is comprised of over 200 public and private organizations and would like to do an event on the 17th (which we could control) in anticipation of the Drive Safety Week. We could do a POTUS executive order to federal employees re: aggressive driving. You could bring in Justice to look at reviewing sentencing guidelines and combine that as a law enforcement event highlighting our mutual efforts. We could highlight the Secretary's Beltway Safety Taskforce (something he wants to do anyway) and use that as the backdrop w/ law enforcement to highlight these other things. We could pick a Red Light Running program and do an event amplifying that program. As demonstrated by the Sunday Post, it is possible to get press out of soft news announcements on this subject.

If you are interested we will put an event together and recommend it be centered around National Drive Safety Week.

**U.S. Department of
Transportation**

Office of the Secretary
of Transportation

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MEMORANDUM TO STEVE SILVERMAN CABINET AFFAIRS

FROM: Jacqueline Lowey
Deputy Chief of Staff

SUBJECT: Potential Announcements

DATE: March 19, 1997

Following are Department announcements through April 30 which could have White House involvement. Please contact me if you have any questions.

Possible Events**Safety Proposal:****Possible Dates: Beginning of April**

Background: The Department is developing a second part of the "NEXTEA" roll out to be included as its own title in the NEXTEA legislation

Presidential or Vice Presidential involvement will continue the commitment to transportation as shown at the roll out on March 12 at OEOB and will also enhance the Administration's commitment on safety issues.

MOU with Mexico on Drug and Alcohol Testing**Possible Dates: April 11**

Background: The Department is currently negotiating a MOU with the Mexican government regarding Drug and alcohol testing for all truck and bus drivers that cross the border to the US. This document has been in the works since last summer and has taken on new significance in the light Mexican drug certification issues.

The goal is to have the two transportation secretaries sign the agreement on April 10 at the bilateral meeting and then report to the Presidents of both countries for their meeting scheduled for April 11.

DC Primary Seat Belt Law**Possible Dates: April 30**

Background: The District of Columbia passed a major seat belt law which will go into affect April 1. It will be the strongest seat belt law in the country. On April 30, a breakfast sponsored by "DC Buckle Up Coalition" to honor

those involved in passage of the D.C. primary belt law is being organized. Secretary Slater is being invited as an honoree.

The President or other appropriate White House personnel could attend this event as part of the commitment to work with DC and the commitment to increase safety.

National Drive Safely Week**Possible Dates: April 17, 20-26****Background:**

The Network of Employees for Traffic Safety (NETS) is sponsoring the National Drive Safely week. NETS is comprised of over 200 public and private organizations throughout the country. They have asked for the Secretary to participate in a news conference April 17.

They have requested (and have provided a draft of) a Presidential proclamation, which focuses on promoting safety and a safer environment for all our citizens. While the news conference is scheduled for April 17, the week long events begin April 20. By promoting safe driving at work, the President can show his commitment to the need to combat aggressive driving.

**The Presidential Initiative for Increasing Seat Belt Use Nationwide. Possible Dates:
Mid-April**

Note: This is a follow up from the March 4 memo

Background: On January 23, 1997, the President directed the Department to report to him within 90 days to increase national safety belt use and to reduce the loss of life on America's roads. This report was originally scheduled to be delivered to the White House by March 10, but is still in the clearance process. It should be completed by the beginning of April.

The delivery of the report provides an opportunity to amplify the Presidents safety message.

**The Presidential Initiative on Drugs, Driving and Youth. Possible Dates:
At WH convenience**

Note: this is a follow up to our March 4 report.

Background: This initiative was instituted to reduce the incidents of drug use by teens and driving under the influence of drugs, in general. ONDCP and DOT together developed this report to reach the goals stressed by the President. This report was sent to the President on February 23.

The Department continues to be ready to develop a Presidential event for roll out of this report.

Drug Initiative Pilot Program:**Possible Dates: End of April**

Background: With completion of the report to reduce drug use by teens (see above) the Department is ready to send out Requests for Proposals (RFP's) seeking states to participate in a pilot program. The program would require testing of teens prior to receiving driver's licenses.

Operation GULF SHIELD:

**Possible Dates: WH
Convenience**

Background: Operation GULF SHIELD, a coordinated counter narcotics efforts, commenced on March 16. The operation provides significant Coast Guard presence in a remote area the of S. Texas Gulf Coast. This operation will also focus on fisheries violations and illegal immigration activities.

A Presidential event would focus on the Administration's commitment to reduce drug traffic and well as the benefits of partnerships between the federal, state and local governments in combating crime.

Commissioning of Coast Guard Cutters IDA Lewis and Willis:

Date: April 12

Background: These two USCG Cutters will be brought into action in Newport, RI.

A Presidential ribbon cutting would amplify the Administration's commitment to the country's safety, defense and economic security. Coast Guard Commandant Admiral Kramek and Members of Congress are expected to attend.

US- Canada Landmark Agreement:

**Possible Dates: At White House
convenience**

Background: Secretary of Transportation Peña and Canada's Transport Minister signed a new, liberal aviation agreement in February 1995 to overcome a restrictive aviation regime that had stifled transborder services for nearly three decades. Within the first year after implementation, it was already clear that the new aviation regime with Canada was stimulating phenomenal improvements in service and increases in travel between the two countries. In early April, DOT will complete its report on the first two years' results under the landmark aviation agreement with Canada.

If the President is still scheduled to meet with the Canadian Prime Minister in April, this would be an excellent opportunity to present the report.

"Open-Skies" Initiatives--Asia and Central America:

Background: Open skies agreements permit unrestricted international air service by the parties' airlines between all the cities of one and all the cities of the other. This maximizes potential competition and facilitates new service through

cooperative arrangements among the parties' airlines. In 1995 and 1996, the U.S. open skies initiative produced new, fully liberalized agreements with eleven European countries. DOT expects to make substantial progress in its campaign to conclude bilateral "open-skies" aviation agreements with the United States' aviation partners in Asia and Central America in the first half of 1997. In Asia, Singapore, Brunei and Taiwan already have initialed agreements, and impending talks with Malaysia and Korea also are expected to succeed. The first such agreement in Central America has been negotiated with Panama; Costa Rica and Honduras will follow soon.

The White House could choose to announce the Honduras agreement and package this with the earlier Central American agreements.

Air Traffic:**Display Channel Complex Rehost**

(computer equipment for air traffic control):

**Possible Dates: Mid-April
At WH Convenience**

Background: Testing of the equipment has begun at Leesburg, VA Center. This will modernize the air traffic control system nation wide which will improve safety for air traveler. The system is set to be operational by mid-April.

An event with the President or Vice President at Leesburg for the commissioning would highlight the President's safety in the skies commitment and would follow through on the Gore Commission recommendations for increased air passenger safety.

Terminal Doppler Weather Radar:

Covington, Ky April 15

Minneapolis, MN April 22

Tulsa, OK April - date to be determined

Background: TDWR equipment provides terminal weather detection and processing for micorbursts, gust fronts, wind shift and precipitation.

And event with the President, Vice President or other White House staff will show local interest in improved air safety.

Grant Announcements

In addition to the above events, we are anticipating some grant announcement which the White House might have an interest in. While many of these would not necessitate a Presidential event, we would like to offer the White House the opportunity to make these announcements via phone calls to the delegations, and state and local officials. Some grants were listed in our previous announcement memo of March 4. Please let us know which announcements you would like to make so that we can proceed with the other grant notifications.

Transit Grants:

Tri-County Commuter Rail, Ft. Lauderdale \$11.5 million (1997 earmark)

Funds will provide for the double tracking of seven miles of the Tri-rail system; system and train control improvements and the construction of the Deerfield Beach Station.

MARTA, Atlanta, Georgia \$1.6 million Livable Communities Initiative

Funds will be used for real estate acquisition, demolition, appraisal and utility relocation in the vicinity of existing MARTA rapid rail stations. This program is part of the Presidential initiative to provide better mobility to get people to work.

Mass Transit Administration, Maryland \$10.2 million (1997 earmark)

Funds will be used for the construction of three extensions to the Baltimore Central Corridor Light Rail Line. This is the final increment under a Full Funding Grant Agreement.

Massachusetts Bay Transportation Authority, Boston \$29.8million (1997 earmark)

Funds will be used for the South Boston Transitway project which includes the construction of a new transit service from South Station to the World Trade Center. The Department has done two events on this project; one each Senators Kerry and Kennedy. Former Chief of Staff Leon Panetta participated via phone during the Kerry event. The project is located exclusively in Rep. Moakley's district and is of major importance to him.

NJ Transit Corporation \$104.8 million (1997 earmark)

Funds for this project are FY97 earmarked newstart. These funds will be used for the Seacaucus Transfer element of the New Jersey Urban Core Project.

Metropolitan Transit Authority, New York City \$35 million

This is the final increment of the FFGA. The project consists of the connection between the 63rd St tunnel and the Queens Blvd subway line.

AIP Announcements**Memphis, TN Int'l Airport \$ 9,338,302**

Construct runway and taxiways; extend taxiways; improve access road (construct tunnel) and drainage (Phase IV)

Nashville, TN Int'l Airport 1,678,805

Construct water quality and drainage treatment facilities (Phase III)

Covington, TN Municipal 954,000

Improve runway safety area; construct taxiway (Phase II)

State of Illinois Several Airports 8,188,245 (Block Grant)

Various airport development projects at non-primary airports under the State Block Grant Program

Myrtle Beach, SC Int'l Airport 1,452,506

Rehabilitate taxiways

Columbia, SC Metro Airport 1,894,251

Rehabilitate and light runway (Phase II); Construct taxiway

Greer, SC Greenville-Spartenberg 3,591,698

Extend runway (Phase IV)

Aggressive Drivers

Judith Lourek

3

~~March~~

April - National Employee Transportation Network

POTUS Proclamation "transportation week" ^{Safety}

- Slater met w/ Beltway Safety Coalition
- DC ^{Seastet} laws go into effect April 1st
- April 30th Dinner -

- enforcement, enforcement, enforcement. -

- local law enforcement.

- { Sentencing guidelines
} red light running - local enforcement,
community guidelines.

Aggressive Drivers

Answer - get more \$ into enforcing civility on the road.

- Wall emphasis on community policing, traffic enforcement down - drunk driving arrest down 30% in last 4 years.

- CA, MD, AZ - bust people speeding =

- Radar detection devices at red lights. -

- ~~enforce~~ ^{prosecute} ~~using~~ ^{must} push for maximum sentences. -

77 Cellular phone # for #911
911

Survey

RED LIGHT RUNNING CAMPAIGN INFORMATION BACKGROUNDER

What is the "Red Light Running" Campaign?

The "Red Light Running" campaign is a comprehensive safety outreach program developed by the Federal Highway Administration (FHWA) which incorporates public information and education with aggressive law enforcement. Communities joining this campaign will receive public service announcements (PSAs) for television, radio and print, as well as technical assistance from FHWA and their contractor—a social marketing firm. Armed with these tools and start-up funding, selected communities can customize the campaign to meet their local needs.

Is running red lights a serious problem?

According to the Insurance Institute for Highway Safety, disregarding traffic controls is a leading cause of urban crashes in the United States today, representing 22 percent of the total number of crashes. The economic impact of these crashes is estimated at \$7 billion each year in medical costs, time off work, insurance hikes, and property damage.

Why is the Federal Highway Administration involved in this effort?

Coupled with FHWA's mission to provide the nation with safe and efficient transportation, is the agency's commitment to expand public outreach efforts. Increasing awareness of roadway-related issues can only serve to enhance safety for the traveling public. This translates into a health and economic benefit for the entire country.

How was Red Light Running selected as a public outreach initiative?

Nearly four years ago, representatives from FHWA field offices and headquarters met to discuss ways to enhance the public's understanding of the agency and its purpose, specifically as it relates to roadway safety. Among the topics generated by participants, was the public's disregard for traffic signals and signs.

The FHWA is responsible for establishing standards for all traffic control signals and signs used on public roads. Participants felt that the public's compliance with signals is deteriorating and more importantly, that the public's perception of the dangers of running a red light is also diminishing. Subsequent focus group research found that the public is losing sight of the purpose of the signal and many felt that signals and their timing cycles were arbitrary.

How much grant money will be awarded in total?

Over \$600,000 will be disbursed among the selected communities. In addition, PSAs will be individually tagged for each community and technical support and marketing assistance from the contractor will be available throughout the length of individual community campaigns.

Why is this campaign being implemented on a local versus national level?

Local organizations, safety coalitions, and law enforcement agencies are uniquely qualified to implement community programs.

What is the primary objective of the campaign?

The basic objectives of the RLR campaign are to reduce traffic crashes and serious injuries, as well as the economic costs these crashes impose on communities. The RLR campaign materials underscore the hazards associated with red light running and are intended to raise awareness of this traffic safety issue among the motoring public.

How will you judge the success of the campaigns?

Communities will conduct surveys to gauge community awareness of and attitudes towards signal compliance, gathering and analyzing RLR citation statistics and crash history, and conducting observational studies of cars running red lights at selected intersections. Once the national RLR campaign is completed, FHWA will produce a final report summarizing the findings.

How does the Federal Highway Administration's Red Light Running campaign tie in with using cameras for enforcement?

The FHWA Red Light Running program is a public information and education campaign that is to be implemented with aggressive law enforcement--whether it involves assigning officers to patrol high hazard locations or installing automated equipment at key intersections. In fact, one of our television public service announcements revolves around a law enforcement theme with a powerful message: law enforcement intends to stop red light runners for their own good.

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Best Practices for a
**Safe
Community**

A Vision for the Future:
*A Safe Community in Every
Community in America*



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

