



Traffic Safe Communities Network (TSCN) in Santa Clara County

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For Immediate Release

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Visual/Interview Opportunities

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TSCN Co-Chairs:

- James T. Beall, Jr, Board of Supervisors
- Martin Fenstersheib, MD, MPH
Health Officer

TSCN Project Director:

- Guadalupe S. Olivas, PhD
Director, Public Health Department

Administrative Program Manager:

- Richard Nichols
Public Health Department

Work Group Co-Chairs:

Alcohol & Impaired Driving:

- Laura Plum
Mothers Against Drunk Driving
- Lt. Bob Ghiglieri
California Highway Patrol

Bicycle & Pedestrian Safety:

- Gladwyn d'Souza
Silicon Valley Bicycle Coalition
- Ellen Corman
Stanford University Medical Center

Red Light Running:

- Lt. Mark Venable
Palo Alto PD
- Ananth Prasad
SCC Roads & Airports

Participating Agencies (partial listing):

Alcohol Beverage Control (ABC)
ALTRANS
American Medical Response (AMR)
Bicycle Solutions
California Highway Patrol
California State Automobile Assn.
Caltrans - Region 4
City of Campbell
City of Cupertino
City of Gilroy
City of Los Altos
City of Milpitas
City of Morgan Hill
City of Mountain View
City of Palo Alto
City of San Jose
City of Santa Clara
City of Sunnyvale
Drinker Drivers Program Assn.
Friday Night Live
Los Gatos/Monte Sereno PD
MADD Bay Area Chapter
Metropolitan Transportation Commission
NCADD
Palo Alto Area American Red Cross
Safe Kids Coalition
San Jose Medical Center Trauma Services
SCC Board of Supervisors
SCC Emergency Medical Services
SCC Office of District Attorney
SCC Probation Department
SCC Roads & Airports
SCC Sheriff's Office
SCVMC Trauma Services
Silicon Valley Bicycle Coalition
Stanford Trauma Services
State Farm Insurance
United Neighborhoods of SCC
Walk San Jose

Crashes Aren't Accidents, Stop on Red!:
Agencies launch phase III of Stop Red Light Running Campaign in effort to make intersections safer for Santa Clara County motorists

SAN JOSE, CA – In third year of the Stop Red Light Running Campaign, the Traffic Safe Communities Network (TSCN) will introduce 25 new intersections in 8 cities where enforcement will be increased. City engineering and enforcement agencies have equipped these intersections with 8 red light enforcement indicators, known as “rat boxes” and 4 warning signs. The goal is to reduce the number of collision-related deaths and injuries caused by motorists running red lights. This is done through combining monitoring technology, law enforcement, and public education activities.

“Rat boxes” are electronic devices that allow a police officer to be stationed at the intersection in order to see cars that may be running a red light. The positioning of the device then allows the officer to move quickly and safely pursue, stop and cite the violator. The Stop Red Light Running campaign is expanding the application of this low tech, yet highly effective enforcement tool.

From April to August 2000, TSCN pilot tested and evaluated the red light indicator program at five crash prone intersections during peak commute periods. Results from this pilot indicated that red light running was reduced by 12-60%. In 2003, with additional funding from the California Office of Traffic Safety, 38 additional intersections in 9 cities were added resulting in reductions as high as 66%.

Fatalities caused by motor vehicle crashes is one of the leading causes of death in Santa Clara County. The estimated annual cost of collision-related fatalities and injuries (medical, funeral, insurance, workplace, legal, etc.) exceeds half a billion dollars. According to the California Highway Patrol in Santa Clara County, from 1998 to 2003, 19 deaths and 9, 674 injuries resulted from collisions where the primary factor was red light running in Santa Clara County. During that time, a combined total of 229 crashes occurred at the 25 intersections targeted in this traffic safety campaign. Those crashes resulted in 212 injuries and 2 fatalities.

WHAT: “Crashes Aren't Accidents, Stop on Red” Press Conference

DATE: Wednesday September 15, 2004

LOCATION: Corner of Capitol Expressway and Senter Road in San Jose

TIME: 10:30 am

Additional Visual Opportunities available before and after the press conference at the following intersections:

<u>City</u>	<u>Intersection</u>	<u>Time Available</u>
Campbell	Hamilton Ave. & Eden Ave.	2-3 PM
Gilroy	Tenth St. & Chestnut St.	1-2 PM
Los Altos	Foothill Exp. & Magdalena	8-9 AM
Milpitas	Calaveras/Hwy 237 & Milpitas Blvd.	12 Noon – 1 PM
Mountain View	Central Exp. & Rengstorff Ave.	8-9 AM
Palo Alto	Arastradero Rd. & Terman Dr.	8-9 AM
Santa Clara	Central Exp. & Lafayette	5-7 PM

TSCN is a project of the Santa Clara County Public Health Department, a division of the Santa Clara Valley Health & Hospital System. This collaborative effort is supported by the National Highway Traffic Safety Administration and the California Office of Traffic Safety and includes representatives from law enforcement, transportation, engineering, and health care.