

# City of Dallas News Release

Public Information Office [www.dallascityhall.com](http://www.dallascityhall.com)

FOR IMMEDIATE RELEASE  
July 30, 2010

## Mayor Leppert to sign proclamation celebrating SafeLight program; FM 97.9's Veda Loca joins the effort to "Stop on Red and Save Lives"



**Dallas, TX** – Pointing out that accidents at red light camera intersections have been reduced by 61 percent over the past year, Mayor Tom Leppert will sign a proclamation commending the SafeLight, Dallas Stops on Red! Program. The Mayor will also proclaim the week of Aug. 1-7 as National Stop on Red Week in Dallas.

FM 97.9 The Beat Radio Personality "Veda Loca" Emery has partnered with the City of Dallas to help increase awareness and remind drivers to "stop on red and save lives." Emery has worked to increase awareness about driving distractions such as texting and, The Beat has also helped promote the Safelight Teen Driving Safety Awareness Program.

"Statistics show that many accidents are caused by teen drivers who are texting while driving and running red lights," Emery said. "I was guilty of texting and driving and one day, with my son in the car, nearly rear ended the vehicle in front of me. From that point on I made a pledge not to text while driving and began to encourage others to do the same."

A three year Post Safety Report from the City's Transportation Department shows a 61percent reduction in accidents caused by red light running at camera enforced intersections. In Dallas, there are over 5,000 accidents at traffic signals each year and 30 percent of those accidents are related to red light running.

"The goal of the red-light enforcement program has and always will be to change driver behavior and reduce red light violations and accidents," Leppert said. "In the past year, as in previous years, we have had an overwhelming response to the program. The number of crashes at intersections with red light cameras has decreased significantly."

The SafeLight, Dallas Stops on Red! Program currently has 62 cameras throughout the City and has issued approximately 497,486 citations since going live in January 2007. National Stop on Red Week was created by the U.S. Federal Highway Administration and American Trauma Society to increase awareness about the dangers of red light running. Since August is historically the most dangerous month for fatal red light running crashes, the national campaign is held during August of each year.

###