



## Reducing red light running

Drivers who ignore traffic signals — speeding up for yellow lights and running red lights — may be a significant cause of intersection vehicle crashes. The Federal Highway Administration is beginning a safety campaign to reduce red light running. Terry Witkowski, City of Milwaukee Safety Director, hopes that city will be selected for the start-up phase.

“We think that the high number of ‘failure-to-yield’ crashes at 77 intersections which had traffic signals and 15 or more crashes, is a symptom of a significant red and yellow light running problem,” says Witkowski. Letters from residents agree, he says. Many of more than 100 letters received as part of a local driver improvement effort mention traffic signal offenses.

“It takes a combination of enforcement and education to change driver attitudes and habits,” says Witkowski. Operation Driver Improvement combined with “E-Z Corridors” enforcement zones and a three-year safety education program in Milwaukee, appears to have cut failure-to-yield crashes from 18,915 to 17,006 in the city. That program ended in 1994.

The FHWA red light running campaign is designed to help municipalities improve roadway safety. The agency has developed a public outreach plan and materials

including public service announcements, all of which were tested in Charleston, South Carolina, last summer. This type of education effort is a new initiative for FHWA, says Catherine Ratté, FHWA Program Manager in the WisDOT Office of Transportation. The idea is to help improve the effectiveness of traffic control devices by reinforcing driver compliance. She hopes Milwaukee will be selected for this round and that in time the program will be available to all Wisconsin communities.

## Correction

- ✓ Thanks to Engineer Bill Brinkmann of Delafield for catching our error in the Spring 1995 *Crossroads* Metri-Q quiz. The question was: “Locate the error in this value: 45,250 cm.” The answer we gave was: “0.4525 m or 452.5 mm”. Our answer was correct, but the question was wrong. We printed the value with a comma instead of a decimal point. The value should have read: 45.250 cm and it is wrong because WisDOT has adopted millimeters (mm) and meters (m) as its standard units and does not use centimeters (cm).
- ✓ A further error you may have spotted was using a comma to separate groups of three digits in the large number 45,250. The International Standard uses spaces: 45 250.

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