

City of Dallas News Release

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City of Dallas teams up with DISD and NASCAR to launch SafeLight Dallas Stops on Red! education campaign

The city's campaign to reduce red light running among young drivers got off to a roaring start today, as NASCAR Driver David Starr raced east on Marilla Street to the front of City Hall. Starr joined City Council Members, City Manager Mary K. Suhm, Police Chief David Kunkle and DISD Chief of Staff Ron Peace, to discuss the hazards of running red lights.

Students were encouraged to sign pledge cards saying they will not run red lights and will encourage their family and friends to also "Stop on Red." The students also received a signed David Starr poster and other educational materials. As part of the educational campaign, SafeLight coordinators will speak to students at area schools and community events.

"The well-being of our students and young people is the school district's main concern, and that concern is not limited to the classroom," said Peace. "Every year, many promising lives are lost to automobile accidents. We strongly support the City of Dallas in this effort to educate and reach out to our youth."

Starr enthusiastically endorsed the SafeLight Dallas Stops on Red! Educational Program and stressed the importance of safe driving and observing traffic signals. "I applaud Dallas officials for promoting safe driving," he said. "With the support of city officials, law enforcement and the driving public the SafeLight program can change behavior and increase safety."

"Partnerships are very important to the City of Dallas, this one with NASCAR and Dallas ISD is especially critical because it directly involves saving lives," said Garcia.

More than 45 red light cameras are now operational at targeted intersections with another 15 to be installed by the end of May. Preliminary data shows that the city has issued about 44,034 citations since January when the city began issuing citations. The program's goal is to decrease red light crashes by 25 percent.

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