



MAKING A **SAFER** WORLD.

February 1, 2011

TO: Valued Redflex Customers

FROM: Redflex Traffic Systems

RE: IIHS Study

This morning the IIHS released a new study titled "Effects of red light camera enforcement on fatal crashes in large US cities" where the top-line results are that fatal red light running crashes decreased 24% after the implementation of intersection safety cameras and if those cameras had been in place from 2004-08 in all 99 U.S. cities with populations greater than 200,000, a total of 815 deaths could have been avoided.

The study is important in that it validates the impact road safety cameras have on human life and making streets safer. Of the 14 cities involved, seven are Redflex customers. The cities included are of population greater than 200,000 who did not have cameras from 1992-96 but did from 2004-08, compare to 48 cities greater than 200,000 that did not have cameras. The study considered population density and land area for both time periods so the crash rate reduction is per capita, not just raw data, allowing for the most accurate comparison.

Redflex customer Chandler, AZ, had the nation's top results with a 79% reduction in red light running fatal crashes and San Diego, Portland and Sacramento each had a greater than 50% drop. Other Redflex-served cities Phoenix (45%), Santa Ana (44%), Toledo (39%) and Chicago (32%) showed significant declines after installing intersection safety cameras.

Redflex is proud to be your partner in your road safety program. We know from working with you that your community has enjoyed increased safety after implementing road safety cameras. Please continue to let us know how we can best serve you in this important program.

If you receive any calls from the media, please feel free to contact Scott Leightman, Director of Public Information (623.207.2405), for any assistance.

Attached is a copy of the IIHS Status Report that outlines the study, the study itself and some talking points. You may have seen some of the national stories about the study but we've included a sample list on the following page:



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Associated Press

http://hosted2.ap.org/APDefault/*/Article_2011-02-01-Red%20Light%20Cameras%20Fatalities/id-bdc6038dacc84c2c9ea71bca9a1ca7f9

Good Morning America

<http://abcnews.go.com/GMA/video/putting-brakes-on-running-red-12809915?&clipId=12809915&playlistId=-1&cid=siteplayer>

CNBC

http://www.cnbc.com/id/41368430?_source=RSS*_tag*&par=RSS

Washington Post

<http://www.washingtonpost.com/wp-dyn/content/article/2011/02/01/AR2011020100021.html>

Columbus Dispatch

http://www.dispatch.com/live/content/local_news/stories/2011/02/01/red-light-cameras-now-called-lifesavers.html?sid=101

Sacramento Bee

<http://www.sacbee.com/2011/02/01/3367044/study-says-fatal-crashes-drop.html#>

ABC15 Phoenix

http://www.abc15.com/dpp/news/region_southeast_valley/chandler/study-says-red-light-cameras-are-saving-lives

KGW-TV Portland/NBC News

<http://www.kgw.com/news/New-study-Red-light-cameras-save-lives-115011204.html>