

Memorandum



CITY OF DALLAS

DATE September 20, 2018

TO Honorable Members of the Mobility Solutions, Infrastructure and Sustainability Committee

SUBJECT **Traffic Safety - Public Service Announcement Regarding Red-Light Running**

There are more than 100,000 red-light running crashes per year in the U.S., resulting in some 90,000 people injured and 1,000 people killed. More than half of red-light running-related fatalities are pedestrians and occupants in other vehicles who are hit by red-light runners. Texas is a leading state in red-light running fatalities. From 1992 to 1998, Texas ranked second in the number of red-light running fatalities, with 11 percent of the national total. Even after relating the numbers to population, Texas ranked very high – fourth place nationwide – with a rate of 3.5 fatalities per 100,000 people in that period. The cost of red-light running injuries and fatalities in Texas is between 1.4 and 3.0 billion dollars per year.

To help address these sobering statistics, the Department of Transportation has put together a public service announcement to further educate our community about safe driving. The following link is provided so that you may preview a future public service announcement that promotes traffic safety: https://youtu.be/QUV_DF_F5V4

We will welcome discussion during the MSIS committee meeting.

A handwritten signature in blue ink, appearing to read 'Majed Al-Ghafry'.

Majed Al-Ghafry, P.E.
Assistant City Manager

c: Honorable Mayor and Member of the City Council
T.C. Broadnax, City Manager
Chris Caso, City Attorney (I)
Craig D. Kinton, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge

Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
M. Elizabeth Reich, Chief Financial Officer
Directors and Assistant Directors