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Mayor James Hahn, joined by MTA Board Member Tom LaBonge, left, recently launched the "Watch the Road" program.



'Watch the Road' for Safe Driving Program

Watch the Road: [Top Ten Bad Behaviors](#)

By DAVE SOTERO

(May 26, 2004) Mayor James Hahn, joined by MTA Board Member Tom LaBonge and other public safety officials and experts from public and private transportation organizations, recently launched the "Watch the Road" program.

The program is an 18-month driver, bicyclist and pedestrian education and safety awareness campaign designed to reduce the bad behaviors by roadway users that contribute to traffic crashes in Los Angeles County.

In the past five years, 3,550 people died in traffic crashes in the county. Another 440,000 people were injured.

At a news conference May 18, officials unveiled the first two ads in the "Watch the Road" traffic safety education campaign: "Slow down, your family is waiting for you," and "It's better to lose one minute of your life than your life in one minute."



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The ads will appear on Metro buses, bus shelters and benches throughout the county urging drivers, pedestrians and bicyclists to stop the behaviors that cause traffic collisions and lead to increased congestion, injuries and deaths.

'Top Ten' Bad Behaviors

- Driving too fast for conditions
- Aggressive driving
- Inattentive driving
- Not yielding to pedestrians
- Driving under the influence
- Driving through red lights
- Bicycling against traffic
- Bicycling through a red light
- Walking without looking
- Walking outside crosswalk.