

Metropolitan Transit Authority

Harris County



Texas Department of Transportation

City of Houston

Greater Houston Transportation and Emergency Management Center

FOR IMMEDIATE RELEASE

September 5, 2001

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**HOUSTON TRANSTAR SUCCESSFULLY KICKS OFF
“STEER IT...CLEAR IT” PUBLIC SERVICE CAMPAIGN
TO REDUCE CONGESTION AND THE NUMBER OF INCIDENTS
ON HOUSTON AREA FREEWAYS**

“Elected Officials, Law Enforcement Agencies, Private Corporations, Towing Industry, Texas Department of Insurance and the News Media all support the public service campaign”

(Houston, Texas) ----- On Wednesday, September 5, 2001, The Houston TranStar partnership successfully kicked off the “Steer It...Clear It” public service campaign to reduce congestion and the number of incidents on Houston area freeways caused by minor collisions or disabled vehicles.

“Steer It...Clear It” is a multi-media public service campaign designed to educate citizens on what to do when involved in a minor incident. In addition to giving information that will reduce the number of secondary accidents, the campaign will also demonstrate to drivers the actions they can take to help law enforcement and other emergency response personnel better handle incidents when they arrive on the scene.

Some of the participants in the “Steer It...Clear It” public service campaign kick off included:

Texas Transportation Commission Chair Johnny Johnson
Houston Mayor Lee P. Brown
Harris County Judge Robert Eckels
Texas Department of Insurance Senior Associate Commissioner, Audrey Selden
Houston Police Department Chief, C.O. Bradford
Cingular Wireless Houston Market Vice – President & General Manager, Andy Shibley
Houston City Council Member and Transportation Safety Task Force Chair, Carroll G. Robinson
Houston TranStar Executive Committee Chair and Harris County Public Infra-Structure Director, Arthur L. Storey
Houston TranStar Executive Committee Member and METRO President & CEO, Shirley A. DeLibero
Houston TranStar Executive Committee Member and Houston Public Works & Engineering, Director Tom Rolan
Houston TranStar Executive Committee Member and TxDOT District Engineer, Gary Trietsch
METRO Vice-President & Chief of Police, Tom Lambert
Harris County Sheriff’s Department, Major George Sturgis
Incident Management Services, Inc. President, Jeanette Rash
Road One Apple Towing President, Michael Scully
Greater Houston Partnership Chamber of Commerce Division President, George Beatty

During the kick off event, the Houston TranStar partnership previewed the 0:60 “Steer It...Clear It” television commercial and unveiled the freeway signs that are being placed on freeways throughout the greater Houston region.

The “Steer It...Clear It” public service campaign is being presented by Houston TranStar in conjunction with METRO, The City of Houston, Harris County, TxDOT, the Houston Police Department, The Harris County Sheriff’s Department, KCOH AM 1430, KILT AM 610, KTRH AM 740, KPRC TV 2, KHOU TV 11, KTMD TV 48, KXLN TV 45 and Cingular Wireless.

For more information about the “Steer It...Clear It” public service campaign, please contact Artee T. Jones, Executive Public Information Officer for Houston TranStar at 713-881-3244 or email: ajones3@houstontranstar.org. For more information on the “Steer It...Clear It” public service campaign, you may also visit www.houstontranstar.org.

"Steer It...Clear It" Kick-Off Campaign

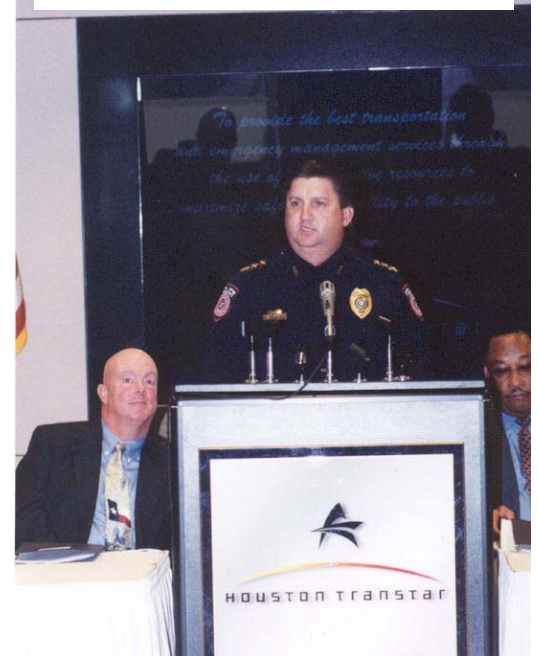
Steve Smith, well-respected former Houston television news anchor, served as Master of Ceremonies for the "Steer It...Clear It" Kick-Off Campaign.



Rose Hernandez, Houston TranStar Leadership Team Member and Executive Liaison to Harris County Judge Robert Eckels gives remarks on behalf of Harris County.



Chief Tom Lambert, Houston TranStar Leadership Team Chair and METRO Vice-President and Chief of Police talks about incident management.



Houston TranStar Executive Committee members listen to speakers at the "Steer It...Clear It" campaign kick-off celebration. From l-r: METRO President and CEO Shirley A. DeLibero, City of Houston Public Works & Engineering Director Tom Rolon, Houston TranStar Executive Committee Chair and Harris County Public Infrastructure Director Arthur L. Storey, and Texas Department of Transportation Houston District Engineer Gary Trietsch.



Houston City Council Member and Transportation Safety Task Force Chair Carroll G. Robinson, Houston TranStar Executive Public Information Officer Artee T. Jones, and Houston Police Department Chief of Police pose for a picture during the kick-off.



Andy Shibley, Cingular Wireless Vice-President and General Manger, gives remarks.

"Steer It...Clear It" Kick-Off Campaign



Houston TranStar Leadership Team Chair and METRO Vice-President and Chief of Police Tom Lambert being interviewed about the "Steer It...Clear It" campaign by FOX 26 television.

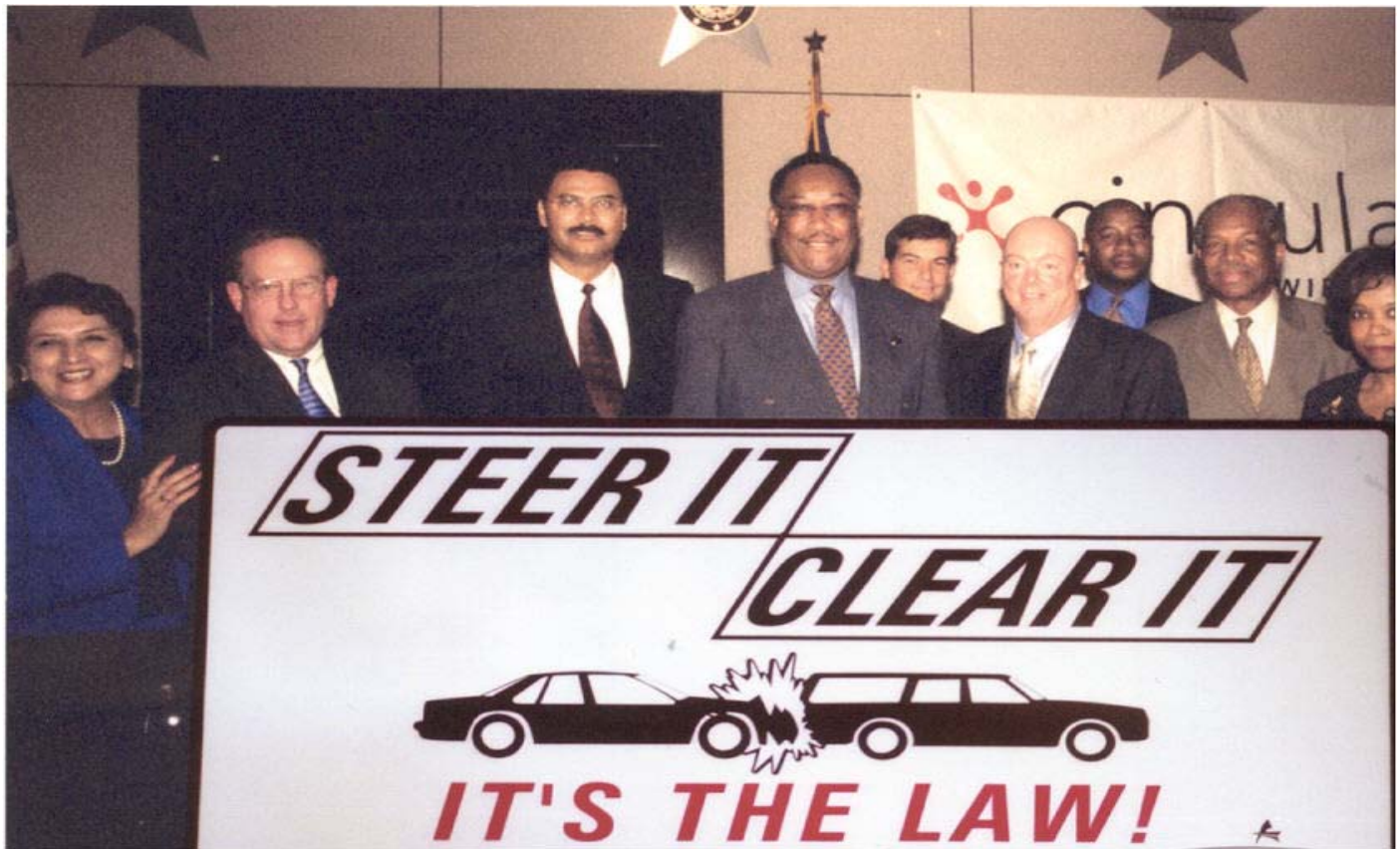


Cingular Wireless VP & GM Andy Shibley, Houston City Councilman Carroll Robinson, and Houston TranStar PIO Artee T. Jones talk after the kick-off.



Mayor Lee P. Brown, Houston Police Department Chief C.O. Bradford, Houston City Councilman Carroll Robinson and George Beatty, President of the Greater Houston Partnership Chamber of Commerce are all smiles at the "Steer It...Clear It" campaign kick-off.

"Steer It...Clear It" Kick-Off Campaign



The "Steer It...Clear It" campaign received an overwhelming level of support from all levels of city, county, and state government and the private sector. Pictured in support with the official "Steer It...Clear It" sign from left to right are: Rose Hernandez-Executive Liaison to Harris County Judge Robert Eckels, Major George Sturgis of the Harris County Sheriff's Department, Chief C.O. Bradford of the Houston Police Department, Mayor Lee P. Brown, Andy Shibley- Cingular Wireless VP & GM, Johnny Johnson -Chair of the Texas Transportation Commission; Houston City Council Member Carroll G. Robinson, George Beatty of the Greater Houston Partnership Chamber of Commerce and Audrey Selden, Senior Associate Commissioner of the Texas Department of Insurance.

