

Metropolitan Transit Authority

Harris County



Texas Department of Transportation

City of Houston

Greater Houston Transportation and Emergency Management Center

## **FOR IMMEDIATE RELEASE**

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### **THE HOUSTON TRANSTAR PARTNERSHIP, TRANSPORTATION POLICY COUNCIL CHAIRMAN ROBERT ECKELS, HOUSTON CITY COUNCIL MEMBER CARROLL ROBINSON AND CLEAR CHANNEL OUTDOOR TO FORMALLY UNVEIL NEW STEER IT...CLEAR IT BILLBOARDS DURING A NEWS CONFERENCE AT THE STATE OF THE ART CENTER**

“Law enforcement agencies and members of the business community will be present”

(Houston, Texas) ---- The Houston TranStar Partnership, Transportation Policy Council (TPC) Chairman and Harris County Judge Robert Eckels, Houston City Council Member Carroll Robinson and Clear Channel Outdoor Director of Public Affairs Lee Vela, will formally unveil the new multi-lingual Steer It...Clear It public service campaign billboards during a news conference at Houston TranStar.

The news conference will take place at the state of the art Transportation and Emergency Management Center, located at 6922 Old Katy Road on Thursday, January 17, 2002 starting at 10:00a.m.

Steer It...Clear It is a public service campaign designed to reinforce Texas Transportation Code 550.022 while reducing congestion and the number of incidents on Houston area freeways caused by minor collisions and/or disabled vehicles. Texas Transportation Code 550.022 states, If an accident occurs on a main lane, ramp, shoulder, median or adjacent area of the freeway and each vehicle involved can be normally and safely driven, each operator shall move the operator’s vehicle as soon as possible to a designated accident investigation site, a location on the frontage road, the nearest suitable cross street or other suitable locations to complete the requirements of section 550.023 and minimize interference with existing freeway traffic.

According to Jack Whaley, Director of Houston TranStar, “It is estimated by the Federal Highway Administration that 60% of all incidents on our freeway system involve disabled vehicles and 20% are caused by previous incidents.

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With all of the transportation authorities in the region working together to educate the driving public on what to do if they are involved in a incident, we should start to see a substantial decrease in the amount of congestion in the region.”

Harris County Judge and Chairman of the Transportation Policy Council (TPC) Robert Eckels states, “We are always looking for ways to reduce congestion in our community. I believe the Steer It...Clear It campaign will have an immediate impact and I commend the Houston TranStar partnership for their commitment to this effort.

Clear Channel Outdoor working in conjunction with Harris County has donated space on 200 billboards that will be placed throughout the greater Houston region. The billboards available in English and Spanish are valued at more than \$200,000.

For more information on the Steer It...Clear It public service campaign billboard unveiling, please contact Artee T. Jones, Executive Public Information Officer for Houston TranStar at 713-881-3244 or email: [ajones3@houstontranstar.org](mailto:ajones3@houstontranstar.org).

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**Houston TranStar** is comprised of the City of Houston, Harris County, METRO and the Texas Department of Transportation that is responsible for the coordination of the planning, design and operations of Transportation and Emergency Management function for the greater Houston region.

**Transportation Policy Council (TPC)** was established to provide policy guidance and overall coordination of the transportation planning activities within the region. The TPC consist of 24 members representing cities and counties, the Texas Department of Transportation, The Metropolitan Transit Authority of Harris County and three at-large members appointed by the H-GAC Board of Directors.

Headquartered in San Antonio, Texas, **Clear Channel Worldwide**, is a global leader in out of home advertising industry with radio and television stations, outdoor displays, and entertainment venues in 64 countries around the world. Clear Channel Outdoor operates approximately 776,000 outdoor advertising displays, including billboards, street furniture and transit panels across the world.