

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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**HOUSTON TRANSTAR TO KICK 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 working together to address congestion on Houston area freeways”

(Houston, Texas) ----- On Tuesday, September 4, 2001 at 3:00 p.m., The Houston TranStar partnership will officially kick 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. The “Steer It...Clear It” public service campaign kick off and news conference will take place at Houston TranStar located at 6922 Old Katy Road.

“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. Besides 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.

According to the Federal Highway Administration, 60% of all incidents on our freeway system involve disabled vehicles and 20% of all incidents are caused by previous incidents.

Many motorists remain in harm’s way on Houston’s freeway system because their insurance company has conveyed to them that if involved in an accident, they are to maintain their position until a law enforcement representative arrives to complete an accident report. By doing this, motorists are in direct violation of Texas Transportation Code 550.022 and are placing themselves and other motorists in danger.

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According to Johnny Johnson, Chair of the Texas Transportation Commission, “The “Steer It...Clear It” public service campaign is one of the most comprehensive campaigns ever attempted in this region. With the citizens of the greater Houston region being educated on what to do if involved in a minor incident and the law enforcement community employing a concentrated effort to enforce the law, the people of this region should start to see a dramatic reduction in congestion caused by minor collisions or disabled vehicles”.

Some of the participants in the “Steer It...Clear It” Public Service Campaign include:

- Texas Transportation Commission Chair Johnny Johnson
- Houston Mayor Lee P. Brown
- 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 Rolen
- Houston TranStar Executive Committee Member and TxDOT District Engineer, Gary Trietsch
- METRO Police Chief, Tom Lambert
- Harris County Sheriff’s Department, Major George Sturgis
- Incident Management Services, Inc. President, Jeanette Rash
- U.S. Congresswoman Sheila Jackson Lee
- Road One Apple Towing President, Micheal Scully
- Greater Houston Partnership Chamber of Commerce Division President, George Beatty

During the kick off event, the Houston TranStar partnership will preview the 0:60 “Steer It...Clear It” television commercial and unveil the signs that will be placed on Houston area freeway’s 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.