



Winter 2016-2017 – Outreach Achievements

Kick-Off Event:

KOLO (ABC-Reno), KRNV (NBC-Reno), KTVN (CBS-Reno), KOVR (CBS-Sacramento), KCRA (NBC-Sacramento) and Sacramento Bee transportation reporter Tony Bizjak. Further coverage by: KPIX-TV (CBS-San Francisco). Articles on the Pusher Truck Program appeared locally in the Auburn Journal as well as in national publications including Transport Topics.

Safe Winter Driving Caltrans News Flash:

District 3 Public Information Officer (PIO) Liza Whitmore interviews Caltrans Donner Pass Area Superintendent Dave Wood about Safe Winter Driving. Viewed 1,624 times and posted on local media webpages. Linked from Caltrans home page and Winter Driving Tips page.

Caltrans Website:

Revised 'Winter Driving Tips (Tips)' placed at the top of the Travel webpage with links to the News Flash and Winter Driving Tips brochure. Link to 'Tips' also placed on Caltrans homepage's rotating banners.

Winterize Your Vehicle Graphics:

A poster and 3x5 hand out card were developed for distribution. Posters ranging in size from 11x17 to 36x42 were placed in all District 3 highway rest areas. 10,000 cards were printed and handed out to motorists, displayed in area retailers and sent to Caltrans District 4 (along with posters) for Bay Area distribution. Icons were created with embedded links to the 'Tips' webpage. These icons were attached to PIO staff signature boxes as well as placed in the footer graphics of every D3 PIO news release or traffic alert released between December 21, 2016 and May 1, 2017.

Winter Driving Tips:

Listings of, or directions to follow link to, specific winter driving tips were included in every news release and traffic alert sent out by PIO Sierra Area staff, especially those alerting the public to winter driving conditions.

Social Media:

Caltrans District 3 and Truckee CHP utilized social media (Facebook and Twitter) to share updates with the public. District 3's account increased from 8,685 followers in Dec. 2016 to 18,102 in March 2017. In Feb. 2017 the District had 6.7 million impressions (views) and 4.5 million in March. The intense weather combined with Donner Pass Area Superintendent Dave Wood's video updates drove the Caltrans increases. Truckee CHP social media data is being tabulated.

Reduction in Collisions/Complaints:

Truckee CHP (I-80 Truckee to Kingvale) reported a decrease from 2015-16 winter's 144 collisions (11/1 to 3/30) to 2016-17 winter's 113 collisions during the same period.

Graphics:

Winterize Your Vehicle

EMERGENCY KIT (FOOD/WATER)
FULL GAS TANK
LOCK DE-ICER
SNOW TIRES/CHAINS
BATTERY
ANTI-FREEZE
WINDSHIELD WASHER FLUID & ICE SCRAPER

Carry a Travel Kit: ice scraper/broom; plenty food & water; blankets; shovel; phone charger.
Drive Carefully: **SLOW DOWN**; headlights on; cruise control off; watch for Caltrans equipment/workers; avoid sudden stops; and, allow extra time for travel.

Caltrans Winter Driving Information

Caltrans Road Conditions/Chain Requirements
<http://quickmap.dot.ca.gov> or call **1-800-427-7623**

Travel Info - www.dot.ca.gov and click the Travel Tab

Weather Info (NOAA) - www.noaa.gov/weather

 **Follow us on Twitter:** www.twitter.com/caltransdist3

 **Like us on Facebook:**
www.facebook.com/caltrans/district3



SLOW FOR THE CONE ZONE
C A L T R A N S **MOVE OVER**



GO SLOW IN THE SNOW

I-80
SPEED LIMIT 30
CHAINS REQUIRED

US-50
SPEED LIMIT 25
CHAINS REQUIRED

