

SR 12 Safety Education



**SR 12
Steering
Committee**

May 3, 2007

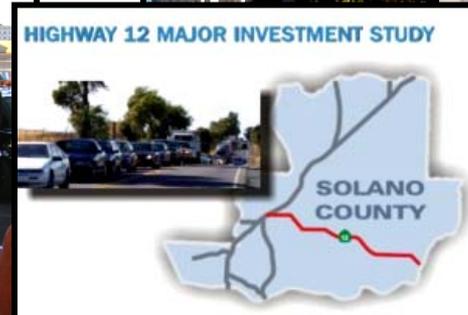




SR 12 Safety Education



- Fact Sheet
- Public Awareness Campaign
- Health & Safety Fair
- Outreach with Partners



12

Fact Sheet



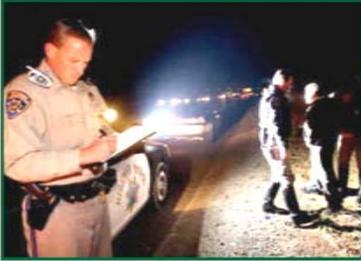
- Draft Fact Sheet
“SR 12 STATUS”



SR 12 STATUS

“DRIVE TO STAY ALIVE” May 2007

STA Board Priority #1: 12 Safety



**State Route 12 . . .
Danger by the numbers**

State Route 12 from I-80 to the Sacramento River is **25.5** miles long. **16** miles of that road is between Walters Road in Suisun City and Summerset Drive in Rio Vista.

From January 2000 through August 2006, there were almost **1,300** accidents on this portion of SR 12.

The focus of the multi-agency strategy to improve safety on State Route (SR) 12 has four main components:
Education, Legislation, Enforcement and Engineering.

12

Public Awareness Campaign

- Former Campaign Slogan/Logo



STARS

12

Health & Safety Fair

Westfield Mall, Fairfield
Saturday, May 19, 2007
10 am to 4 pm



SR 12 STATUS
 "DRIVE TO STAY ALIVE" May 2007

STA Board Priority #1: 12 Safety

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STARS

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Outreach with Partners

- Public Service Announcements
- Inserts
- Cable TV

