

SR-76 Public Awareness Campaign

Safe Driving On 76 Is No Accident

OVERALL GOALS

- Reduce the number of traffic collisions along State Route 76.
- Educate drivers about safe driving practices along the highway.

THE CAMPAIGN

The ***Safe Driving On 76 Is No Accident*** public awareness campaign addresses the recent increase in traffic collisions along this mostly rural highway. During 2004, there were eight traffic collisions resulting in 16 deaths on this stretch of road between Interstate 5 and east of I-15. The largest concentration of those fatalities (12) took place during the final four months of the year.

The California Highway Patrol (CHP) has pointed to driver behavior as the result of the tragic collisions, citing that no particular stretch of the highway and no one reason provides an overriding factor to consider. The causes have run the gamut from speeding and illegal turns, to drinking and driving, and falling asleep behind the wheel. As a result, the CHP has stepped up its enforcement along the route, and Caltrans has installed larger and more traffic signs at the intersection of SR-76 and Douglas Drive in Oceanside.

Caltrans joined forces with the CHP and the Oceanside Police Department to educate drivers in the area about safe driving practices along the highway. The three agencies unveiled a series of informational highway signs and plan to continue the awareness

program making use of print and electronic advertising, posters, direct mailers and public speaking engagements. The target audiences are residents living in the cities of Oceanside, Escondido, Temecula, and the communities of Bonsall, Fallbrook, Rancho California and Pala.

TRAFFIC

Although there are some stretches of the highway that have higher traffic volumes than others, the average for the corridor is about 32,000 vehicles per day.

HIGHWAY IMPROVEMENTS

Caltrans in part with the San Diego Association of Governments (SANDAG) have short-term and long-term solutions for traffic congestion on SR-76. These projects include the recently completed project at Olive Hill Road and the proposed projects to install a median concrete barrier from I-5 to 2.5 miles east of Airport Road.

Caltrans and SANDAG also plan to widen and realign to a four-lane conventional highway, with room for two additional lanes in the future, from Melrose Drive to I-15. Construction between Melrose Drive and South Mission Road is scheduled to start in 2008. Construction from South Mission Road to I-15 is scheduled to start in 2010.