



Take Care Getting There

State Route 67 Public Awareness Campaign

FACT SHEET

GOAL

Reduce the number of traffic collisions along State Route 67.

TRAFFIC

The traffic count for the corridor averages about 39,500 vehicles per day. Caltrans made a number of improvements to the highway during the years in order to help reduce collisions, such as widening the shoulders, installing intersections and signals, rumble strips and dynamic speed survey signs. Studies are now being conducted for long-range improvements to the route.

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Fatal collisions along a 12-mile stretch of State Route 67 from Lakeside north to Ramona have made news headlines in recent years. Investigations show that the vast majority of these vehicle, bicycle and pedestrian collisions are due to the reckless behavior of some motorists. Route 67 was designed as a rural 55 mph highway, yet some people insist on driving like it's a metropolitan freeway by speeding or having a general disregard for the rules of the road and those who share it. These needless tragedies can be avoided with common sense and consideration.

Caltrans continues to research engineering solutions to the problem, but in the meantime this campaign will also focus on driver education and increased law enforcement. In fact, the California Highway Patrol received a \$250,000 grant this year to increase enforcement and conduct sobriety checkpoints to catch those who break the law.

Driver education is critical, with proven results that show such a program has the ability to reduce the average number of people injured by at least 35 percent. The public awareness campaign includes distribution of this fact sheet, and other information at public events, such as the San Diego County Fair, the Ramona Rodeo, the Miramar Air Show and local college basketball and baseball games, to name just a few. Roadside traffic signs and advertising in local newspapers and movie theaters has also helped this outreach effort.

Caltrans is working with the San Diego Association of Governments, the CHP and San Diego County Supervisor Dianne Jacob on long-range plans for the SR-67 Corridor. You can become a partner in this public awareness campaign by telling your family, friends and neighbors about the need to drive safely on this highway. There is a poster on the back of this fact sheet you can use, or phone the Caltrans Public Information Office at (619) 688-6670 for more information on how you can help.

***The back of this fact sheet can
be used as a poster.***

TAKE CARE GETTING THERE

**DRIVE 55
ON 67**



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