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Regional Success of Transurban-Fluor and AAA Mid-Atlantic Distracted Driving Campaign Prompts Nationwide Rollout of Orange Cones. No Phones.

Alexandria, Va. – Today, Transurban-Fluor, Virginia Department of Transportation (VDOT) and AAA Mid-Atlantic released the Orange Cones. No Phones. National e-Toolkit, an online resource for state departments of transportation to raise awareness about the dangers of distracted driving, specifically in construction zones. The e-toolkit expands on the successful regional Orange Cones. No Phones. campaign launched in 2009 to reduce distracted driving in Northern Virginia, specifically in the I-495 Capital Beltway HOT Lanes construction zone.

Orange Cones. No Phones. partners are encouraging departments of transportation and their project partners across the nation to implement their own Orange Cones. No Phones. campaigns. To help organizations launch distracted driving awareness efforts, these partners created an online e-toolkit. Transurban-Fluor, AAA Mid-Atlantic and VDOT are working with American Association of State Highway and Transportation Officials (AASHTO) to distribute the e-toolkit nationally.

The Orange Cones. No Phones. e-Toolkit provides organizations with the materials needed to implement a campaign to raise awareness about the dangers of distracted driving and eliminate distracted driving in construction zones. The e-toolkit provides tips and suggestions for effective ways to use the materials to launch, promote and sustain an Orange Cones. No Phones. campaign. Specifically designed for departments of transportation and their project partners, the e-toolkit includes:

- Overview on building an Orange Cones. No Phones. campaign
- Sample press release
- Sample fact sheet
- Media talking points
- Sample research questions
- On-road signage artwork
- Banner advertisements
- Evaluation tools

“We recognize that budget dollars are tight, and we have specifically designed the e-toolkit to deliver maximum impact at a low overall cost,” said Tim Steinhilber, Transurban-Fluor’s General Manager for the Capital Beltway HOT Lanes Project. “The bottom line is that Orange Cones. No Phones. generates results. According to

our 2010 Distracted Driving on the Capital Beltway Report, 72 percent of drivers on the Capital Beltway said they had seen stories in the news detailing the dangers of distracted driving.”

The Orange Cones. No Phones. campaign has proven successful in Northern Virginia. The 2009 campaign reached more than 10 million people through media, advertising, high school assemblies, social media and in-person events. The 2010 campaign reached more than 10 million through media alone. In just one year awareness of the Orange Cones. No Phones. campaign increased from zero to 34 percent. In addition, between January and July 2010, there was only one traffic fatality on the Capital Beltway in Virginia. For the same time period in 2009, there were four traffic fatalities.

“We have seen distracted driving at alarming levels in Northern Virginia; sadly Northern Virginia is not an anomaly,” said Lon Anderson, director of public and government relations, AAA Mid-Atlantic. “Distracted driving is a national issue and leaders in transportation across the country must take steps to educate drivers about its dangers. The Orange Cones. No Phones. e-Toolkit gives organizations everything they need to get the job done.”

Distracted driving remains a significant problem and continues to be a priority on both the regional and national stages. U.S. Secretary of Transportation Ray LaHood is focused on ending distracted driving. LaHood held the second Distracted Driving Summit in September 2010, launched distraction.gov – the official U.S. government Web site for distracted driving – and supports legislation and policies against distracted driving.

“Orange Cones. No Phones. has been extremely effective in raising awareness of the dangers of distracted driving in the Capital Beltway HOT Lanes construction zone,” said Gregory A. Whirley, commissioner, VDOT. “As most states are facing both a distracted driving epidemic and a tight budget environment, this e-toolkit will enable state safety leaders to execute a proven campaign with minimal budget. Safety leaders can make a substantial impact on distracted driving while being very conscious of taxpayer funds.”

About Orange Cones. No Phones.

Launched in 2009, Orange Cones. No Phones. is a partnership between Transurban-Fluor and AAA Mid-Atlantic supported by Federal Highway Administration, Virginia Department of Transportation, Virginia State Police and Fairfax County Police. Focused on reducing distracted driving in the Capital Beltway HOT Lanes construction corridor, to date the campaign has reached target-drivers with more than 10 million impressions via media, advertising, high school assemblies, social media and in-person events. In 2010, partners launched the High School Safety Challenge, a marketing competition for high school students, and the Employer Safety Pledge, challenging employers in Northern Virginia to pledge to raise awareness about distracted driving among their employees. For more information on Orange Cones. No Phones. visit www.orangeconesnophones.com.

For more information on the Capital Beltway HOT Lanes project and how the new HOT Lanes will impact you and your community, visit www.virginiahotlanes.com.