
TxDOT's four goals: Maintain a safe system, address congestion, connect Texas communities, and be a Best-in-Class state agency

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TxDOT REMINDS DRIVERS TO BE SAFE. DRIVE SMART. WHEN TRAVELING THROUGH EAGLE FORD SHALE REGION

Awareness campaign aims to reduce crashes, save lives in Texas' energy-producing communities (PSAs available [here](#))

AUSTIN — As energy exploration and production continue to boost the state's economy, the Texas Department of Transportation reminds drivers in those regions to *Be Safe. Drive Smart* when sharing the road with increased traffic, work crews and heavy, commercial trucks.

"Safety is our top priority at TxDOT and we strongly encourage drivers to exercise additional caution when traveling through energy zones and other areas where they share the road with heavy trucks and equipment," said John Barton, TxDOT deputy executive director. "Being safe and driving smart could be the difference between crashing and reaching your destination."

In 2013, there were 3,430 traffic crashes in the Eagle Ford Shale region that resulted in serious injuries or fatalities. The result was 236 fatalities in the 26-county Eagle Ford Shale region that stretches from Laredo to Huntsville. Those fatalities represent a 16-percent decrease from 2012. According to law enforcement, the leading causes of crashes in the region were failure to control speed and driver inattention. The most dangerous times of day were around 9 a.m. and 5 p.m.

To help encourage safe driving habits, TxDOT is partnering with the oil and gas industry, Texas Department of Public Safety and communities across the Eagle Ford Shale. The *Be Safe. Drive Smart* campaign includes billboards, gas pump advertising, newspaper ads, and TV and radio spots that feature Eagle Ford Shale residents.

TxDOT's *Be Safe. Drive Smart* campaign offers the following common sense advice for drivers to help reduce their risk of becoming a crash statistic:

- Always buckle up.
- Pay attention, which means no talking or texting on cell phones or engaging in any other distracting behaviors.
- Give trucks space.
- Drive a safe speed that takes traffic, road conditions and weather into account.
- Stop for all stop signs and red lights.
- Pass carefully.

For media inquiries, contact TxDOT Media Relations at MediaRelations@txdot.gov or (512) 463-8700.

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Texas Department of Transportation

The Texas Department of Transportation is responsible for maintaining 80,000 miles of road and for supporting aviation, rail, and public transportation across the state. TxDOT and its 11,000 employees are committed to working with others to provide safe and reliable transportation solutions for Texas by maintaining a safe system, addressing congestion, connecting Texas communities, and being a Best in Class state agency. Find out more at www.txdot.gov. Fan us on Facebook, www.facebook.com/txdot; and follow us on Twitter, www.twitter.com/txdot.