

FOR IMMEDIATE RELEASE (February 8, 2021)

Joshua Shideler, Public Information Officer
Office: 713-881-3044

Ruth Diaz, Staff Analyst
Office: 713-881-3041

**TranStar Initiates *It's Only a White Line* Campaign to Prevent Deaths
of Stranded Motorists and Pedestrians on Freeways**



With more than five million registered vehicles in its service area, Houston TranStar is launching *It's Only a White Line* to help prevent loss of life and injuries to stranded

motorists and pedestrians on local freeways.

In a 10-year period, about 75 percent of stranded motorists who died in Harris County were standing outside their vehicles. With only a stripe of white paint separating people and fast-moving traffic, getting off the freeway is your safest bet.

“We can prevent these tragedies by quickly moving stopped vehicles off the roadway and following Texas’ Move Over or Slow Down Law,” said Dinah Massie, Executive Director of Houston TranStar. “We must also educate people about the dangers of getting out of the car, changing a tire or trying to cross the freeway on foot.”

It's Only a White Line will urge travelers to take these steps if car trouble occurs:

- The number one goal is to get out of danger. Take the nearest exit, even if it means ruining the tire rim or damaging the vehicle.
- If you can't get to an exit, pull as far off the road as possible.
- If stranded, remain in the vehicle. Stay buckled, turn on hazard lights, call for help and move your seat back as far as possible.
- In the Tow and Go service area, use TranStar's free mobile app to call for a no-cost tow.

To strengthen this effort, and broaden campaign reach, TranStar has recruited a cross section of experts with distinct relevance to this issue to serve on an *It's Only a White Line* Leadership Council. “We have representatives from incident management, law enforcement, transportation, medical research, hospital trauma and auto insurance who are providing incredible insight and guidance for preventing freeway deaths,” said Massie.

– MORE –

Members of the *It's Only a White Line* Leadership Council include:

Dinah Massie

Executive Director, Houston TranStar

Lieutenant Cedrick Collier

Harris County Sheriff's Office

Stacy Ann Drake, PhD, MPH, RN

Associate Professor Center of Excellence in Forensic Nursing,
Texas A&M University

David Fink

Regional Incident Management Program Manager, Houston-Galveston Area Council Gulf Coast
Regional Tow and Go™

David McDonald

Traffic Incident Management Coordinator, Texas Department of Transportation

Laura J. Moore, MD, FACS

Memorial Hermann Hospital (TMC) and The University of Texas Health Science Center Dept. Surgery,
Div. of Acute Care Surgery

Jeanette Rash

Owner, Fast Tow and Board Member, Texas Towing & Storage Association

Dwayne Wolf, MD, PhD

Deputy Chief Medical Examiner, Harris County Institute for Forensic Sciences

David Wuthrich

Executive Director, Independent Insurance Agents of Houston

For more information on how to *Travel Smart with TranStar*, including information on *It's Only a White Line* and other traffic safety campaigns, visit HoustonTranStar.org. Download TranStar's **Mobile App** at the Google Play or Apple App store for quick access to travel times, roadway conditions and *Tow and Go*™ service.

###

Houston TranStar is a unique partnership of representatives from the City of Houston, Harris County, the Metropolitan Transit Authority of Harris County (METRO) and the Texas Department of Transportation (TxDOT) who share resources and exchange information under one roof to provide transportation management and emergency management to help keep motorists informed, roadways clear and lives safe in the fourth most populated city in the United States.