

CLEAN START for 2017

It is a New Year & time for a Clean Start!

Trash, it is a big and costly problem. State and local Department of Transportation spend billions of dollars every year picking up trash along U.S. highways. The most recent research places nationwide litter clean up at nearly \$11 billion. The cost of cleaning up is estimated at 30 cents per piece of litter, but varies widely for larger items such as mattresses and shredded tires. With one mile of highway containing approximately 16,000 pieces of litter, this equals nearly \$5,000 per mile annually.

Litter pick up is a time consuming and sometimes dangerous job. Clean up crews pick up everything from washers and dryers to paper cups that have fallen or been thrown on to the interstates. The most common forms of litter are food/organic material, cigarette butts, and small pieces of paper—receipts, gum wrappers. Even more dangerous are large items that fall off unsecured loads.



Thousands of accidents across the United States are litter-related, causing insurance rates to rise.

Help us make a **Clean Start in 2017!**

First and foremost, stop littering and tell others to stop littering. Report littering when you see it—most DOTs have a litter hotline to call. And, if you really want to make an impact on the litter problem:

Sponsor-A-Highway. Our crews do the cleaning; you get great marketing exposure on well-travelled highways.

Sources: *Keep America Beautiful; North Carolina Department of Safety*

Still thinking of New Years resolutions? No problem:

1. Save the environment
2. Amp up your marketing
3. Contribute to your community

Hint: Sponsor-A-Highway & take care of all three in one!

SPONSOR SPOTLIGHT: ATLANTIC SHOWER DOOR

“*Atlantic Shower Door and Adopt-A-Highway Litter Removal Service of America, Inc. have teamed up for the past 9+ years to keep Massachusetts highways clean and free of litter. It has been a pleasure working with Adopt-A-Highway to not only clean up the highway but to also build our brand and create name recognition among our new and current clients.*

— Paul Prudente, President, Atlantic Shower Door

Located in southern Massachusetts and in business since 1995, Atlantic Shower Door offers custom shower and bath enclosures for all design concepts and lifestyles. Click here atlanticshowerdoor.com for more information on this fantastic sponsor!





TAKE THE PLEDGE— DISTRACTED DRIVING IS NEVER OKAY

Distracted driving is an act that almost all Americans are guilty of doing. The world we live in today is so fast paced that we feel the need to multi-task at every given moment. Driving is one of the zones in which this can cause extreme harm.

Multi-tasking should always take a backseat while you are behind the wheel; even the slightest distraction can have severe consequences. Numbers show that drivers are distracted for over half of the time spent driving, whether that be taking their eyes off the road, eating, engaging with passengers and worst of all using electronic devices. All these distractive behaviors (*along with others*) can be avoided, yet they have been shown to cause an estimated 15-20% of all accidents.

The most devastating distraction to driving is the usage of electronic devices, in particular, texting and driving. The majority of Americans know the risks of texting and driving. Research shows that 94% of teens understand



the consequences of texting and driving, yet 35% admit to still engaging in this behavior. What many people do not understand is reading a text message while driving is essentially trying to drive with your eyes closed.

According to research, when reading a text, vision of the road is lost for an average of 4.6 seconds, enough time to travel a hundred yards (*equal to a football field*) without looking at where you are going. This research shows **texting and driving makes getting in an accident six-time more likely than while drunk driving**. Distractions are all over the place on the road, it is up to us to minimize our focus on them and maximize our focus on safety.

A word from someone you know is the **MOST** effective way to share the message. Use this information to empower your colleagues, employees, friends and family to make a personal commitment not to text and drive. **Click here to take the #ITCANWAIT Pledge or visit www.itcanwait.com—this campaign has made a significant difference and created an actual reduction in accidents.**



Annually, U.S. drivers traveled **10,900 miles** and spent **17,600 minutes** behind the wheel



More minutes on-the-road = more marketing exposure for Sponsor-A-Highway sponsors

Source: AAA Foundation for Traffic Safety



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