

# INFORMATION RELEASE



## Office of the Director

ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPARTMENT  
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### AHTD ANNOUNCES RED•ZONES CAMPAIGN ALTERNATE ROUTES SUGGESTED

**LITTLE ROCK (1-9)** – The Arkansas State Highway and Transportation Department (AHTD) has announced the “Know the **RED•Zones**” campaign to highlight areas with significantly reduced capacity during highway construction projects in the state, according to AHTD Director Scott Bennett.

“Our goal with this campaign is simple. We want travelers to be aware of these **RED•Zones** and to consider alternate routes, when available, before they get into the construction area,” said Bennett. “And if they choose to drive through the project, then we want them to have the latest information available for the safest possible travel.”

The initial **RED•Zones** project is the I-40 project located in Prairie County (between Little Rock and Memphis). The \$56 million job includes the rehabilitation of existing I-40 lanes in a 10-mile section located on the east and west sides of the White River bridge.

During peak driving times, over 40,000 vehicles travel this area each day, according to highway officials. Once lane closures begin in early January, delays through the construction zone are expected. Because of the type of work performed, the contractor will have to reduce the four lanes to two by placing both east and westbound vehicles on one side of the Interstate. Once one side is completed the same scenario will move to the other side. Estimated completion for construction is late 2013.

“The I-40 work zone has multiple safety precautions built into the contract,” noted Bennett. “There will be a Traffic Control Supervisor and a Motorist Assistance Program (MAP) vehicle on site 24/7.”

The Traffic Control Supervisor will be responsible for all aspects of traffic control and will have the ability to provide real time information of any incidents by way of message boards and highway advisory radio channels. The work zone will also feature portable lighting in crossover traffic areas and additional signage to remind travelers to drive safely.

Travel tips and project information can be found under the **RED•Zones** icon at the AHTD web page located at [www.ArkansasHighways.com](http://www.ArkansasHighways.com). Truckers will also be able to access restricted road and bridge information on alternate routes at this site.

“The idea behind the education campaign is that if we can reach a traveler, for example, in Conway on their way to Memphis and we inform them about the I-40 work zone, then they might choose to take Highway 64 through Beebe and Bald Knob to West Memphis,” explained Bennett.

“The bottom line is that it is just going to take longer to drive I-40 between Little Rock and Memphis, and people need to be aware of that and plan accordingly,” said Bennett. “If we combine enough people opting for alternate routes with the traffic management plans in place, then we can have a safer work zone, an easier to drive through work zone, and maybe a work zone that even gets completed ahead of time.”

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Attachment: **RED•Zones** information flyer and travel tips

Know the

# RED ● Zones

**RED●Zones** are Arkansas highway projects that have significantly reduced capacity that can lead to travel delays.

Find them under the Know the **RED●Zones** icon at [www.ArkansasHighways.com](http://www.ArkansasHighways.com).

Motorists are encouraged to Know the **RED●Zones** and plan trips accordingly. Drivers can help reduce congestion through these areas by considering alternate routes or changing their time of travel.

Truckers can find information for weight restricted bridges and highways on alternate routes under the **RED●Zones** icon.

Whether you drive through the **RED●Zones** or opt to use an alternate route, follow the tips below.

For more information call the Public Affairs Office at 501-569-2227.

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## RED●Zone Travel Tips

***Know Before You Go*** – Know where construction sites are located and plan accordingly. Go to [www.ArkansasHighways.com](http://www.ArkansasHighways.com) to find **RED●Zones**, suggested alternate routes and other project information.

***Look and Listen While on the Road*** – Look for message boards and other signage, and tune to Highway Advisory Radio (HAR) channels where available for the latest traveler information.

***Use Mobile Travel Apps*** – Many products are now available that allow vehicle passengers to monitor traffic flow on roadways. Solo drivers should pull off the road before accessing this information.

