



LaneAlert 2X California DOT Pilot Project



FACT SHEET

Wrong-way driving on state highways is a serious concern in California and the nation as collisions caused by wrong way drivers are more likely to result in fatal or serious injuries than other types of incidents. The California Department of Transportation (Caltrans) has been piloting enhancements for wrong-way motorists after incident rates involving them were unusually high in the first half of 2015, particularly the Sacramento and San Diego regions of Caltrans District 3 and District 11, respectively.

A recently developed product by PPP Inc. called LaneAlert 2x™ which was not available when the original pilot project was initiated, claims the ability to embed wrong way alert messages in pavement striping that are visible only to motorists traveling in the wrong direction. Caltrans plans to test 5 different configurations of the LaneAlert 2x™.

- 1) Type V Arrows - The red arrows embedded within the white Type V pavement marking arrow, wrong way direction will include a white retroreflective background and 1 or 2 miniaturized scaled RED Type V Arrows per panel. Right way direction will show a white retroreflective material with no additional markings.
- 2) Limit Lines - Wrong way direction will include a white retroreflective background, the RED words "DO NOT ENTER".
- 3) Lane Lines – White - Wrong way direction will include a white retroreflective background and miniaturized scaled RED Type V Arrows per panel, scaled to size for a lanoline. Right way direction will include a white retroreflective stripe with no additional markings.
- 4) Lane Lines – Yellow - Wrong way direction will include a Yellow retroreflective background and 2 miniaturized scaled Red Type V Arrows per panel. Right way direction will include a Yellow retroreflective with no additional markings.
- 5) Wrong Way - wrong way direction will include a white retroreflective background, and either RED words "Wrong Way", or one Red International Do Not Enter symbols. Right way direction will include a white NON-retroreflective with no additional markings.

PROPOSED EVALUATION SCHEDULE:

- October 2019 – Installation of two sets of sample product at Caltrans facilities in San Diego and West Sacramento. This work has been complete on October 3rd and 5th, 2018 respectively.
- January/February 2019 – Request the CTCDC approve experimental use of LaneAlert2X. Approval was granted on January 31, 2019 to experiment with the product.
- April 2019 - Work with D11 and HQ Public Information Officer to develop a talking points sheet for product. Work with news outlets to get word out on new product.
- May-July 2019 – Caltrans Office of Safety Innovation and Cooperative Research in conjunction with District 11 will begin outlining the criteria for product performance evaluation. On onramp/direct access ramp locations will be selected for placement of the LaneAlert2X treatment.

