
SECTION F

TYPICAL MOTORIST INFORMATION PROGRAM

MOVE IT

it's the law

A public awareness program developed by the
Texas Department of Transportation

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INTRODUCTION

In 1990, there were 216,148 non-injury accidents investigated in the state of Texas. Of this total, 158,660 were minimal damage accidents where the vehicles were considered driveable. Sixty-seven percent of these accidents occurred in the six largest urban areas of the state. On the average, 105 accidents of this nature occurred daily in the Dallas/Fort Worth area and 105 accidents occurred daily in the Houston area.

Texas Motor Vehicle Laws Uniform Act 1981-82, Article IV, Section 39 (Figure 1) requires drivers to move their vehicles off of the freeway when non-injury accidents occur and the vehicles can safely be driven. A survey showed that seventy-one percent of Texas drivers are unaware of the law. Many drivers refuse to move the vehicles involved until a police officer investigates the collision. Many drivers are also unaware that the police do not investigate these accidents in the urban areas of the state.

The Texas Department of Transportation (TxDOT) recognizes the need for effective management of these non-injury, minimal damage accidents. In support of this traffic law, TxDOT has developed a unique accident management program entitled, “MOVE IT.”

“MOVE IT” is a public awareness campaign for Article IV, Section 39. “MOVE IT” will inform the public of the law, provide guidelines for the motorists involved, and encourage motorists to obey the law. Compliance with the law will lessen the impact of an accident. It will reduce the duration of the accident and restore the roadway back to capacity as quickly and efficiently as possible. This will result in a safer and more efficient roadway system for Texas drivers.

CAMPAIGN DEVELOPMENT

Campaign Origin

The “MOVE IT” campaign originated in the Dallas District of TxDOT. The Dallas campaign was developed after researching the details of non-injury, minimal damage accidents in the Dallas area. Research sources included the local police departments, the Dallas Traffic Management Team, local offices of the Department of Public Safety, and several insurance affiliates. The Dallas Traffic Management Team consists of representatives from the city, county, and state law enforcement, traffic, and engineering departments.

The Dallas District campaign consisted of a public service announcement (PSA) featuring Tom Landry, former coach of the Dallas Cowboys Football Team. In addition, a related brochure was developed and printed answering common questions about what to do if one is involved in an accident. The Dallas program specifically targeted the Dallas driver.

The PSA was released to stations in the Dallas market. The announcement received some air-time; however, the PSA was not televised very much during prime time. More than 50,000 “MOVE IT” brochures were distributed to Dallas drivers through TxDOT, the Department of Public Safety, and local driving schools.

Based on the potential success of this campaign, “MOVE IT” was recommended for statewide use.

Campaign Review

An extensive review of the “MOVE IT” campaign concept including the PSA and the corresponding brochure was conducted to ensure its applicability statewide. Review and comments were requested from a team of various agencies and organizations:

TxDOT General Counsel

State of Texas Department of Public Safety

Texas State Board of Insurance

The Texas Safety Association

Professional Insurance Agents of Texas

Independent Insurance Agents of Texas

Traffic Management Teams in the following cities:

- Houston**
- Austin**
- Fort Worth**
- San Antonio**

The traffic Management Teams include representatives from the City, County and State Law Enforcement, Traffic and Engineering Departments.

The positive response of the review team and TxDOT personnel supported the recommendation for a statewide “MOVE IT” campaign. It was determined that the PSA would be appropriate for statewide use. The brochure, however, needed to be revised to be applicable to applicable to all areas of the state.

Additional details for reporting non-injury, minimal damage accidents were proposed for the revised brochure. The inclusion of the Department of Public Safety accident report, the “Blue Form” was recommended. If a police officer does not investigate an accident, the “Blue Form” should be filed with the Department of Public Safety within 10 days if damages exceed \$500. Revisions were made and the brochure was reviewed and approved by the review team.

CAMPAIGN PLANNING

To realize a statewide “MOVE IT” campaign, a comprehensive plan was prepared to identify strategies, costs, and funding.

Campaign Strategies

The following campaign strategies were formulated for implementing a statewide “MOVE IT” public awareness campaign:

- . ***“MOVE IT” Brochure*** revised, reproduced, and distributed through TxDOT Divisions and Districts, Department of Public Safety, City Police Departments, various driving schools, and the review team organizations. Designed also to be an individual mailer, the brochure provides information to motorists about accidents in Texas. It includes answers to common questions asked about accidents in Texas and recommends what to do when a situation such as this occurs. (The “MOVE IT” Brochure is included as Figure 2).
- . ***Television Public Service Announcement*** to be reproduced and distributed to the numerous television stations in the state. The PSA paraphrases the law and encourages compliance with the law.

- . ***Direct Mail Piece*** to be designed, reproduced and inserted with the Texas Motor Vehicle Registration forms. Approximately 12 million registration forms are sent out annually to vehicle owners in Texas. The mailer paraphrases the law and provides motorists with an accident checklist of information to obtain should this situation occur. (The direct mail piece is included as Figure 3).

- . ***Radio Public Service Announcement*** to be developed, reproduced and distributed to the numerous radio stations in the state. The radio PSA paraphrases the law and encourages compliance with the law.

- . ***Traditional Public Relations Strategies*** to include statewide news releases, press conferences, exhibits, promotional materials, presentations and speeches supporting the campaign concept.

- . ***Traffic Management Teams*** to ensure the coordinated effort among local agencies and organizations during campaign implementation.

Campaign Costs

The following budget was developed to begin implementation of the plan:

Reproduction of 500,00 Brochures	\$ 60,000
Reproduction of 12,000,000 Direct Mailer	20,000
Reproduction of Television PSA	1,000
Development and Reproduction of Radio PSA	1,000
	<hr/>
TOTAL	\$82,000

Campaign Funding

Proposed funding sources included TxDOT, the Federal Highway Administration (FHWA) and corporate sponsorship. TxDOT and the FHWA finance the development costs and the initial cost for reproduction. Corporate sponsorship for the campaign enhances the program by providing strategic placement of the campaign elements such as this PSA. The corporate sponsor shares credit with TxDOT in exchange for providing media exposure.

CAMPAIGN IMPLEMENTATION

The campaign strategies, budget, and funding proposal was approved by TxDOT and the FHWA in July 1991. The FHWA agreed to a commitment of \$50,000. The following reports the status of the program to date:

- . The "MOVE IT" brochure has been revised.
50,000 brochures were printed in September, 1991.
500,000 brochures will be ready in January, 1992.

- . Two nylon advertising banners, 3-foot x 5-foot were purchased for use in displays and presentations.

- . Two radio Public Service Announcements (PSA) have been produced.
Reproduction will begin in January, 1992. Scripts for the PSAa are included as Figure 4.

- . The television Public Service Announcement (PSA) is scheduled for revisions in January, 1992.

- . **The proposal for corporate sponsorship has been sent to two potential sponsors. Negotiations are underway.**

- . **All TxDOT districts have been asked to assist in the distribution of materials in the individual districts.**

- . **Order forms have been developed to determine the number of materials needed for a particular district or organization.**

- . **A survey was conducted at the State Fair. Promotional buttons and brochures were distributed to participants.**

- . **“MOVE IT” presentations were made at the following:**
 - **TxDOT Public Affairs Officers Conference,
San Antonio, Texas – September, 1991**
 - **County Fair, Abilene, Texas – October, 1991**
 - **TxDOT Annual Short Course,
College Station, Texas – October, 1991**

- . **Displays and promotional materials are planned for the following 1992 events:**
 - **Houston Auto Show – January, 1992**
 - **Fort Worth Auto Show – February, 1992**
 - **Dallas Auto Show – April, 1992**
 - **San Antonio Auto Show – October, 1992**
 - **Texas State Fair in Dallas, Texas – October, 1992**
 - **TxDOT Annual Short Course – October, 1992**

- . **An order for 40,000 promotional litter bagshas been made. These will be available in January, 1992 to be distributed at auto shows. The liter bags have been found effective in other awareness campaigns.**

Proposed Plans

The brochures and PSAs will be ready for distribution in the early part of 1992.

Distribution of materials will be sent to the TxDOT District's Public Affairs Officers for local distribution and to the review team organizations as requested. Corporate sponsorship will continue to be pursued to enhance the existing materials. The direct mailer is on hold until the new Texas Motor Vehicle registration forms are developed.

Campaign Evaluation

At the Texas State Fair in Dallas in October, 1991, approximately 1000 individuals were surveyed regarding “MOVE IT” and the Texas law. Twenty-nine percent of the people questioned were Texas drivers who knew about the law. The same poll was also conducted at the TxDOT Annual Short Course. Thirty-one percent of the 100 people polled at the Short Course knew about the law. The questionnaire and results from both events are included as Figure 5. The same poll will be conducted at the State Fair and Annual Short Course in 1992 for comparison purposes.

Evaluation of the program will include the results of these surveys in addition to a qualitative analysis by the Traffic Management Teams in the six largest urban areas of the state, TxDOT personnel, and the FHWA.

CONCLUSION

As part of the concentrated effort to improve traffic operations and preserve Texas mobility, the Texas Department of Transportation has developed an accident management program entitled, “MOVE IT.” It is a public awareness campaign for the Texas Motor Vehicle Laws Uniform Act 1981-82, Article IV, Section 39. This law states that motorists who are involved in a non-injury accident in Texas should move their vehicles from the roadway as soon as possible to a safe location if the vehicles can be driven.

“MOVE IT” and the public awareness concept is a unique approach to the management of accidents of this nature. The focus of the campaign is informing motorists of this vital traffic law, providing proper accident management directions to follow when involved in this type of situation, and encouraging compliance with the law. Compliance with the law will result in lessening the impact of accidents by reducing the duration of the accident and restoring the roadway back to capacity as quickly and efficiently as possible. The end result being a safe and efficient highway system for Texas motorists. This is the mission of The Texas Department of Transportation.

ACKNOWLEDGEMENTS

The author would like to thank Mr. Ray Derr of the Texas Department of Transportation for giving her the opportunity to coordinate the statewide “MOVE IT” campaign project. She also appreciates the expertise, cooperation, and support provided by Ms. Laura Moore, Public Affairs Officer in the Dallas District, and her staff. The support of the Federal Highway Administration, the Administration of the Texas Department of Transportation, and those individuals who reviewed the “MOVE IT” concept and materials is also acknowledged.

Figure 1

TEXAS MOTOR VEHICLE LAWS UNIFORM ACT, 1981-82

ARTICLE IV

Section 39. The driver of any vehicle involved in an accident resulting only in damage to a vehicle which is driven or attended by any person shall immediately stop such vehicle at the scene of such accident or as close thereto as possible without obstructing traffic more than is necessary but shall forthwith return to and in every event shall remain at the scene of such accident until he has fulfilled the requirements of Section 40 (Duty to give information and render aid). *However*, when an accident occurs on a main lane, ramp, shoulder, median or adjacent area of a freeway in a metropolitan area and each vehicle involved can be normally and safely driven, each driver shall move his vehicle as soon as possible off the freeway main lanes, ramps, shoulders, medians and adjacent areas to a designated accident investigation site, if available, a location on the frontage road, the nearest suitable cross street or other suitable location to complete the requirements of Section 40, so as to minimize interference with the freeway traffic. Any person failing to stop to comply with said requirements shall be guilty of:

- (1) A Class C misdemeanor, if the damage to all vehicles involved results in a pecuniary loss of less than \$200; or
- (2) A Class B misdemeanor, if the damage to all vehicles involved results in a pecuniary loss of \$200 or more.

"MOVE IT" Brochure**FIGURE 2*****Front*****MOVE IT...**

Have you ever been involved in a "tender tender" and left your car in a lane rather than moving it? This is a pretty common habit in Texas. However, when you leave your car on the road, you contribute to traffic back-ups which can cause other accidents. If you have a non-injury accident it's not necessary to wait for the police before moving the vehicles involved. If the vehicles can be driven, move them to a safe location and then exchange the necessary information or contact the police. It's not just a good thing to do, it's the Texas law! So the next time you're involved in a non-injury accident and your vehicle can be moved, **MOVE IT.**

Q I've just had an accident - what do I do?

- **Check for injuries.** Notify the nearest police station, sheriff's office, state trooper or EMS immediately if anyone is injured or killed.
- **If there are no injuries and you're blocking traffic and your car can be driven, move your car out of the way.**
- **Warn oncoming traffic of the accident or hazard to prevent other accidents.** Some common warning practices are raising your hood and using flares. Common ways of letting motorists know you need assistance are tying a white handkerchief to your door, waving a red flag and using a flashlight at night. Remember, if you're waiting for assistance, be patient. Crossing a roadway or attempting to stop traffic can be dangerous.
- **Give your name, address, phone number, vehicle license plate number, vehicle identification number, vehicle description, insurance information and driver's license number to anyone else**

who was involved in the accident. Get the same information from the others involved and any names, addresses and phone numbers of any witnesses.

- **When an accident occurs on a freeway lane, ramp, shoulder, median or adjacent to a freeway in a metropolitan area, here's what to do:** If the vehicles can be safely driven, you must move your vehicle from the scene to a designated accident investigation site, if available. If not, move to another suitable location to minimize interference with freeway traffic.

Q When is it necessary to call the police?

- **When there are injuries involved, when the cars cannot be moved, when one of the drivers is intoxicated, when one of the drivers has no insurance and/or when one of the drivers leaves the scene of the accident.**

Q What information do I need to exchange?

- **The name, address, telephone number and driver's license number of the driver and the person insured.**
- **The name of the insurance**

company, the policy number and expiration date of the insurance policy.

- **The license plate number, vehicle identification number and vehicle description.**
- **The accident location.**

Q Do I need an accident report?

- **No, an accident report is not necessary if there are no injuries and property damage to any one person's property does not exceed \$500.**
- **Yes, an accident report is necessary for all accidents with injuries and property damage exceeding \$500 and for those that involve a driver who is intoxicated, unlicensed, has no insurance or attempts to leave or leaves the scene.**
- **An accident report can be obtained from the police department which investigates the accident. If a police officer does not investigate the accident, an accident report ("Blue Form") should be filed with the Department of Public Safety within 10 days. The "Blue Form" is available at your local police department or the Department of Public Safety.**

it's the law TEXAS TRAFFIC LAWS

Article IV,
Section 39

Section 39. The driver of any vehicle involved in an accident resulting only in damage to a vehicle which is driven or attended by any person shall immediately stop such vehicle at the scene of such accident or as close thereto as possible without obstructing traffic more than is necessary but shall forthwith return to and in every event shall remain at the scene of such accident until he has fulfilled the requirements of Section 40 (Duty to give information and render aid).

However, when an accident occurs on a main lane, ramp, shoulder, median or adjacent area of a freeway in a metropolitan area and each vehicle involved can be normally and safely driven, each driver shall move his vehicle as soon as possible off the freeway main lanes, ramps, shoulders, medians and adjacent areas to a designated accident investigation site, if available, a location on the frontage road, the nearest suitable cross street or other suitable location to complete the requirements of Section 40, so as to minimize interference with the freeway traffic. Any person failing to stop to comply with said requirements shall be guilty of:

- 1) A Class C misdemeanor, if the damage to all vehicles involved results in a pecuniary loss of less than \$200; or
- 2) A Class B misdemeanor, if the damage to all vehicles involved results in a pecuniary loss of \$200 or more.

"MOVE IT" Brochure

Back

ACCIDENT checklist

Keep this form in the glove compartment of your car and refer to it in case you are involved in an accident. This is not an official accident form, but can be filled out and used as a checklist to make sure you have all the information you need regarding the other driver(s) and vehicle(s) involved for your insurance claim and/or the Department of Public Safety "Blue Form" report.*

Name of Driver: _____ License Number: _____

Address: _____ Telephone Number: _____

Name of Owner: _____ License Number: _____

Address: _____ Telephone Number: _____

Name of Insurance Company: _____

Policy Number: _____ Policy Period: _____ to _____

Vehicle Description: Year/Model _____ Vehicle Type: _____ Make: _____
Sedan, Truck, ETC. Ford, Chev., ETC.

License Plate Number: _____
YEAR STATE NUMBER

Vehicle Identification Number: _____ Accident Location: _____

*State law requires all drivers to give their name, address, drivers license number, vehicle liability insurer, insurance policy number and license plate number upon request.

■MOVE IT is a public awareness campaign developed by the State Department of Highways and Public Transportation and originated by its Dallas District Public Affairs Office.

PLACE
STAMP
HERE

State Department of Highways
and Public Transportation
125 East 11th
Austin, TX 78701-2483

MOVE IT

it's the law

FIGURE 3

Direct Mail Piece

Front


MOVE IT



-it's the law

Back

ACCIDENT checklist

Texas Traffic Laws (Article IV, Section 39) require motorists, who are involved in non-injury accidents in Texas to move their vehicles off the roadway to a safe location if the vehicles can be driven. After a non-injury accident, it is not necessary to wait for law enforcement before moving the vehicles. Keep this checklist in the glove compartment of your car, and refer to it if you are involved in an accident. Obtain the following information from the drivers of all involved vehicles.

- | | |
|-----------------------------|---------------------------------|
| ■ Name | ■ Policy number |
| ■ Address | ■ License plate number |
| ■ Drivers license number | ■ Vehicle description |
| ■ Telephone number | ■ Accident location |
| ■ Name of insurance company | ■ Vehicle identification number |

A public awareness campaign sponsored by the State Department of Highways and Public Transportation.

FIGURE 4**Radio Public Service Announcement**

:30 psa

use "MOVE IT" actualities

LISTEN, THE NEXT TIME YOU'RE INVOLVED IN A FENDER BENDER, DO US ALL A FAVOR . "MOVE IT!" YOU SEE, TEXAS LAW REQUIRES YOU TO MOVE YOUR CAR OFF THE ROADWAY IMMEDIATELY AND THEN EXCHANGE YOUR INSURANCE INFORMATION. YOU SHOULD ALSO FILE A POLICE REPORT WITHIN 10 DAYS AT A POLICE STATION OR THE DEPARTMENT OF PUBLIC SAFETY. IN MAJOR CITIES POLICE DON'T INVESTIGATE THESE NON-INJURY ACCIDENTS ANYWAY. SO REMEMBER, "MOVE IT." WANT MORE INFORMATION? PICK UP A "MOVE IT" BROCHURE AT YOUR TEXAS DEPARTMENT OF TRANSPORTATION OFFICE.

:30 psa

use "MOVE IT" actualities

ANNOUNCER: SO YOU'RE INVOLVED IN A FENDER BENDER. WHAT DO YOU DO?

MAN: LEAVE YOUR CARS ON THE ROAD WHILE YOU EXCHANGE DRIVERS LICENSE NUMBERS! (buzzer)

WOMAN: CALL THE POLICE? (buzzer)

**ANNOUNCER: WRONG! THE CORRECT ANSWER IS "MOVE IT" (music)
YOU SEE TEXAS LAW REQUIRED YOU TO MOVE YOUR CAR OFF THE ROADWAY IMMEDIATELY AND THEN EXCHANGE INSURANCE INFORMATION . YOU SHOULD ALSO FILE A POLICE REPORT WITHIN 10 DAYS. IN MAJOR CITIES POLICE DON'T INVESTIGATE THESE NON-INJURY ACCIDENTS. WANT MORE INFORMATION? PICK UP A "MOVE IT" BROCHURE AT YOUR TEXAS DEPARTMENT OF TRANSPORTATION OFFICE. SO REMEMBER "MOVE IT". IT'S THE LAW.**

FIGURE 5

MOVE IT ...Public Awareness Poll

10-12-91

Are you a licensed driver?

Yes**No**

Do you live in Texas?

Yes**No**

If you have an accident, no one is injured, and your car can be driven – would you move your car immediately out of traffic? **Yes** **No**

Did you know that Texas has a law requiring you to move your car when involved in this type of situation, even before calling the police and before exchanging your insurance information? Yes

NO

Have you heard of the "MOVE IT" campaign?

Yes**No**How/Where have you heard about it? **TV****Brochure****Other-**_____**Age:****under 25****over 25****over 55****Sex:****Male****Female**

MOVE IT...Public Awareness Poll Results**Texas State Fair
October 12, 1991**

1. What percentage of the individuals polled were licensed drivers that live in Texas? **79.18%**

Male	53.35%	Under 25	21.52%
Female	46.65%	25-55	69.72%
		Over 55	8.76%

2. What percentage of the individuals polled were licensed drivers that live in Texas that would move their vehicle immediately out of traffic when involved in a non-injury, minimal damage accident? **82.99%**

Male	44.59%
Female	38.40%

3. What percentage of the individuals polled were licensed drivers that live in Texas and know that Texas has a law requiring you to move your vehicle when involved in a non-injury, minimal damage accident? **28.74%**

Male	17.01%	Under 25	4.64%
Female	11.73%	25-55	21.26%
		Over 55	2.84%

4. What percentage of the individuals polled were licensed drivers that live in Texas that had heard of the "MOVE IT" campaign? **1.55%**

5. What percentage of the individuals polled were licensed drivers that did not live in Texas? 20.82%

Male	55.39%	Under 25	21.57%
Female	44.61%	25-55	67.16%
		Over 55	11.27%

6. What percentage of the individual polled were licensed drivers that do not live in Texas that would move their vehicle immediately out of traffic when involved in a non-injury, minimal damage accident? 63.73%

Male	39.22%
Female	24.51%

7. What percentage of the individuals polled were licensed drivers that do not live in Texas and know that Texas has a law requiring you to move your vehicle when involved in non-injury, minimal damage accident? 8.82%

8. What percentage of the individuals polled were licensed drivers that do not live in Texas and heard of the “Move It” campaign? 1.47%

**Sample Size: 980 Individuals
KG/10-30-91**

MOVE IT....Public Awareness Poll Results**10-12-91****TxDOT Short Course**
October 22-24, 1991

1. What percentage of the individuals polled were licensed drivers that live in Texas? 100%

Male	91.42%	Under 25	2.91%
Female	8.58%	25-55	93.20%
		Over 55	3.88%

2. What percentage of the individuals polled were licensed drivers that live in Texas that would move their vehicle immediately out of traffic when involved in a non-injury , minimal damage accident? 90.20%

3. What percentage of the individuals polled were licensed drivers that live in Texas and know that Texas has a law requiring you to move your vehicle when involved in a non-injury, minimal damage accident? 31.07%

4. What percentage of the individuals polled were licensed drivers that live in Texas that had heard of the "Move IT" campaign? 15.53%

Sample Size: 103 Individuals
KG/10-30-91