

PUBLIC AWARENESS CAMPAIGN DURING AND AFTER THE CARR FIRE



PHOTO BY LUPITA FRANCO/CALTRANS PIO



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PHOTO BY MARIO MONTALVO CALTRANS PIO



 Caltrans District 2
July 26, 2018

Never Mind. Fire has crossed the Sacramento River, Evacuations in order, Quartz Hill Rd in Redding. (07/26/18 at 7:30 PM)



1,861,383 People Reached 520,393 Engagements [Boost Post](#)

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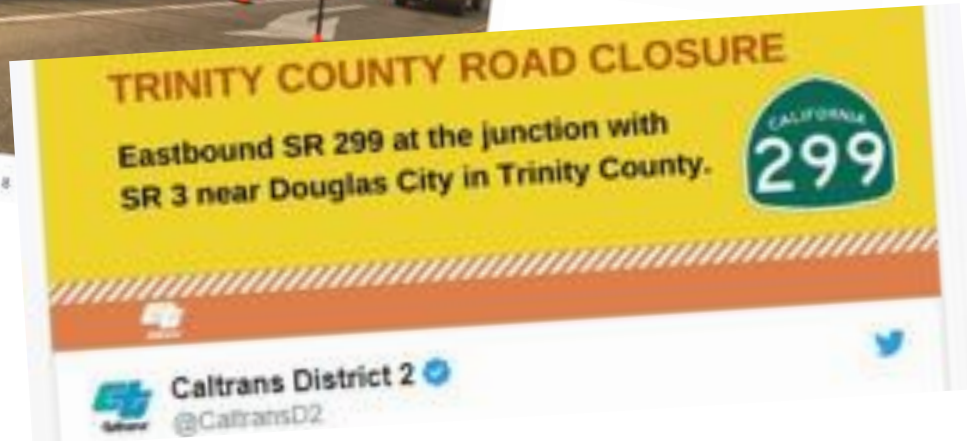
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SOCIAL MEDIA: TWITTER

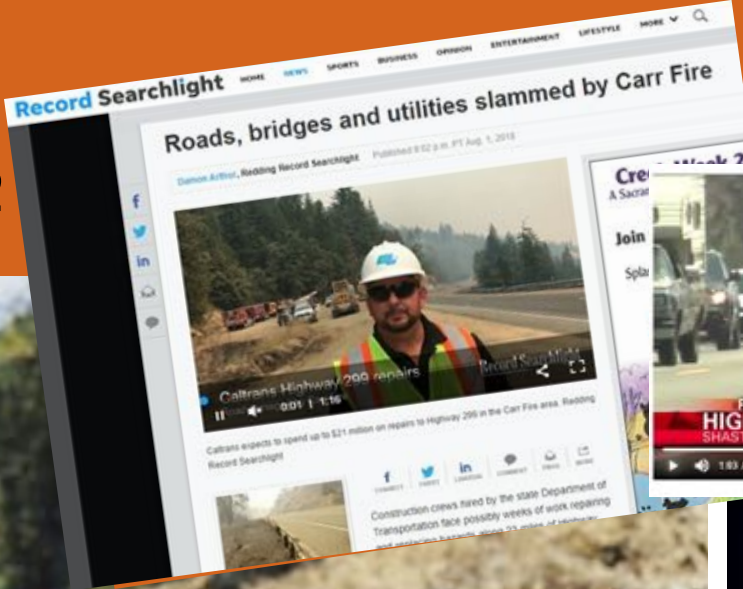




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MEDIA OUTREACH





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While we repair the highway...

BE A PARTNER IN SAFETY

Like you, we are eager to have State Route 299 in optimal conditions and traffic back to normal after the Carr Fire. An emergency contract is in place: dozens of people from Caltrans and its contractors are working long hours along with personnel from utilities and other companies. The California Highway Patrol is on site. We are working hard and we need you to be a partner in safety.



**Follow the Speed Limit. Respect the Construction Zone. Slow Down.
Leave Your Phone Alone. Avoid Stopping for Taking Pictures of Damaged Areas.**



Please say you saw it in North State Parent magazine. This helps us grow!

www.northstateparent.com - September 2018

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COMMUNITY ENGAGEMENT



Daily briefings in Redding. Caltrans in Attendance



Community meeting in Shasta Lake. Caltrans in attendance.



District 2 Director Dave Moore speaking at a meeting in Weaverville.



Meeting in Trinity County. Caltrans Construction Manager Shari Re.



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AWARENESS VIA PHOTOGRAPHY

Traffic Updates



Caltrans District 2 Maintenance in the middle of the night, literally.



D2 Maintenance assisting with road closures in Shasta County.



Maintenance Supervisors assisting Caltrans employees in the field.



Road closure east of Weaverville in Trinity County.



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AWARENESS VIA PHOTOGRAPHY

Highway Damage





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Emergency Project Updates 2018



Whiskeytown Lake after the Carr Fire



D2 Maintenance assessing tree damage.



Tullis Inc. and subcontractors worked 24/7 to rapidly repair miles of burnt guardrail on State Route 299



Caltrans worked with other agencies and their contractors to repair miles of damaged areas.



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PHOTO BY CHRIS WOODWARD/ CALTRANS PIO



FLYERS AND OTHER PRINT AND DIGITAL MATERIALS

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TRINITY COUNTY TRAFFIC ALERT:
Closure for eastbound SR 299W traffic is
now at junction with SR 3 near Douglas
City in Trinity County. #CarrFire



DAILY LIMITED ACCESS BETWEEN REDDING AND WEAVERVILLE

Effective Thursday, August 9, 2018,

- The public can drive through between Trinity Dam Blvd and JF Kennedy Memorial Road (Whiskeytown Visitor's Center) from Noon to 1:30 PM and 5:00 PM to 5:00 AM daily. The highway will remain closed during all other times.
- Traffic Control Operations will be in place. Motorists are to follow a pilot car at all times, slow down, and follow directions. PLEASE DO NOT ARRIVE MORE THAN 15 MINUTES EARLY TO TRAFFIC CONTROL. Early arrivals will be turned back.
- Motorists are advised of possible significant delays.
- Caltrans, contractors, and subcontractors will continue diligently repairing

IMPORTANT MESSAGE

Caltrans Emergency Operations in a cooperative effort with CALFIRE, the CHP, and local emergency services are working together to establish a plan to restore controlled traffic. It is our priority to restore access to the traveling public as soon as it is safe and practical.

SR 299 between Redding and Douglas City will be closed to all traffic except emergency services for the next 3 to 5 days, and the route closure will be reassessed at that time. Every attempt will be made to establish a pilot car system early but on behalf of Caltrans and Emergency Services we are asking local motorists and commerce to be patient, and remember those in Shasta and Trinity Counties that have been severely impacted by the CARR Fire.

**Bear With Us. We Are All In
This Together.**



**BE A PARTNER
IN SAFETY**

**LANE
CLOSED**





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AWARENESS VIA PHOTOGRAPHY

Carr Fire Project Updates



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